

2: Existing Conditions, Information Gathering and Analysis

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REVIEW OF PRIOR STUDIES SUMMARY

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As part of the planning efforts for the Northeast Side Plan, the City of Milwaukee and the consulting team reviewed and summarized over thirty plans and studies of the area. Many of these studies were lead by community organizations working in the Northeast Side. Current and previous plan recommendations were taken into consideration throughout the development of the Northeast Side plan. Below is a comprehensive list of these reports:

- Cluster Two Neighborhood Association Inc.
- A Preliminary Neighborhood Plan and Vision for the Enhanced Access and Preservation of Cambridge Woods
- Redevelopment Opportunities in Milwaukee
- Riverworks Industrial Center: Expanding Redevelopment Opportunities in Milwaukee
- Urban Forestry Management and Education Project - Urban Ecology Center
- Water Tower Landmark Trust Objectives and Plans
- The Economic State of Milwaukee’s Inner City
- Brewers Hill / Harambee Neighborhood Conservation Overlay District
- A Bronzeville Cultural and Entertainment Redevelopment Plan Amendment
- Downer Woods Natural Area: 2003 Annual Report & 2004 Plan
- Integrated Neighborhood Revitalization Strategy Area, NSP Area 7: Holton Street Corridor Revitalization Strategy
- A Partnership For Change: A Strategy and Vision for the UWM Neighborhood
- Riverworks Retail Assessment & Development Strategy
- Martin Luther King Drive Model Block Project
- Public Outdoor Recreation Plan for City of Milwaukee Neighborhoods
- Plan for the Phased Development of McKinley Marina, McKinley Park, and Veterans Park
- 2000-2003 Harambee Neighborhood Strategic Development Plan
- African American Cultural and Entertainment District Market Study
- Beer Line “B” Master Plan & Neighborhood Code
- Lapham Park - Family Development Revitalization
- Holton Street Area
- Redevelopment Plan for the Historic King Drive BID 1996
- Market Analysis for Owner-Occupied Housing in the Central Area of Milwaukee
- A Plan for Milwaukee’s Lakefront
- Milwaukee Riverlink Guidelines
- Riverside Park Area Study
- Neighborhood Redevelopment: A Master Plan for the 2200 Block of Martin Luther King, Jr. Drive

- King Drive Parking Study October 1986
- Riverwest Traffic and Parking Study 1984
- A Strategy for the Redevelopment of Riverwest
- Action Programs for Upper Third Street
- Upper Third Street Neighborhood Project
- Futures for Locust Street – Third Aldermanic District
- The University of Wisconsin – Milwaukee Campus Plan
- General Neighborhood Renewal Plan: East Side Neighborhood Renewal Area
- Area Plan Report: East Side Urban Renewal Area

An assessment of these plans helped to establish key issues, goals, opportunities and the basis of the Northeast Side Plan recommendations. This has allowed for the plan to incorporate the ideas and goals of the various stakeholders and provide a coordinated effort between existing and future plans.

EXISTING CONDITIONS

The following pages provide information on the existing conditions of the Northeast Side. Maps prepared by the Department of City Development are utilized to represent basic information in the area such as regulation and development controls including land use, zoning, overlay zones and districts. This information provides the basis in which current development occurs and helps identify challenges and opportunities for the implementation of recommendations. Demographic information is also presented to provide an overview of population, households, housing and employment characteristics of the Northeast Side. The analysis of demographic data outlines changes and trends in the plan area and helps to determine future needs.

LAND USE

There are a variety of land uses throughout the Northeast Side. Most uses are concentrated within specific areas such as commercial corridors, industrial districts and educational facilities. The largest land use category is residential (72.5%) while the smallest land use category is agriculture and fishing (0.1%). Below is the breakdown by percentage of land area of land use categories in the Northeast Side:

72.5%	Residential
12.7%	Commercial
5.5%	Manufacturing
3.3%	Mixed Use
2.9%	Vacant
2.6%	Transportation
0.4%	Public / Quasi Public
0.1%	Agriculture & Fishing

EXISTING CONDITIONS

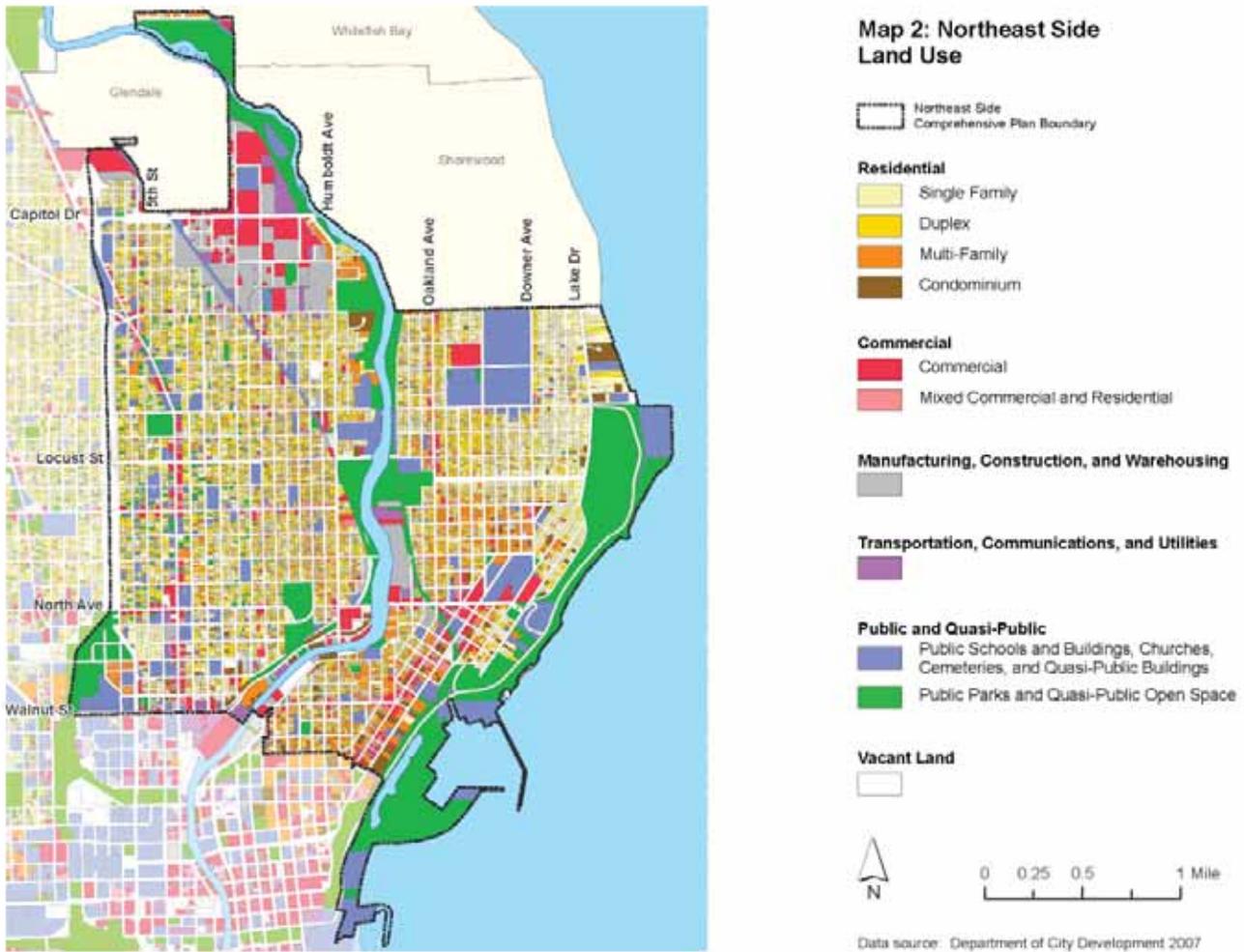


Figure 2.1: Land Use
 Source: Department of City Development 2007

Northeast Side Land Use

The land use in the Northeast Side was divided into six categories including: Residential; Commercial; Manufacturing, Construction, and Warehousing; Transportation, Communications, and Utilities; Public / Quasi-Public Uses and Vacant Land. The land use plan shows a clear concentration of uses, such as the industrial uses within the Riverworks Industrial District and areas of the Milwaukee River north of North Avenue; strong commercial corridors such as Martin Luther King Drive, Center Street, North Avenue, Brady Street, Farwell Avenue and Capitol Drive. Educational facilities encompass the University of Wisconsin Milwaukee campus and scattered school sites. Most of the Northeast

Side is made up of single and two family residential neighborhoods. However, there are concentrations of multifamily and condominium developments within the Lower East Side and the southern portions of the Upper East Side, mainly along Prospect Avenue.

EXISTING CONDITIONS

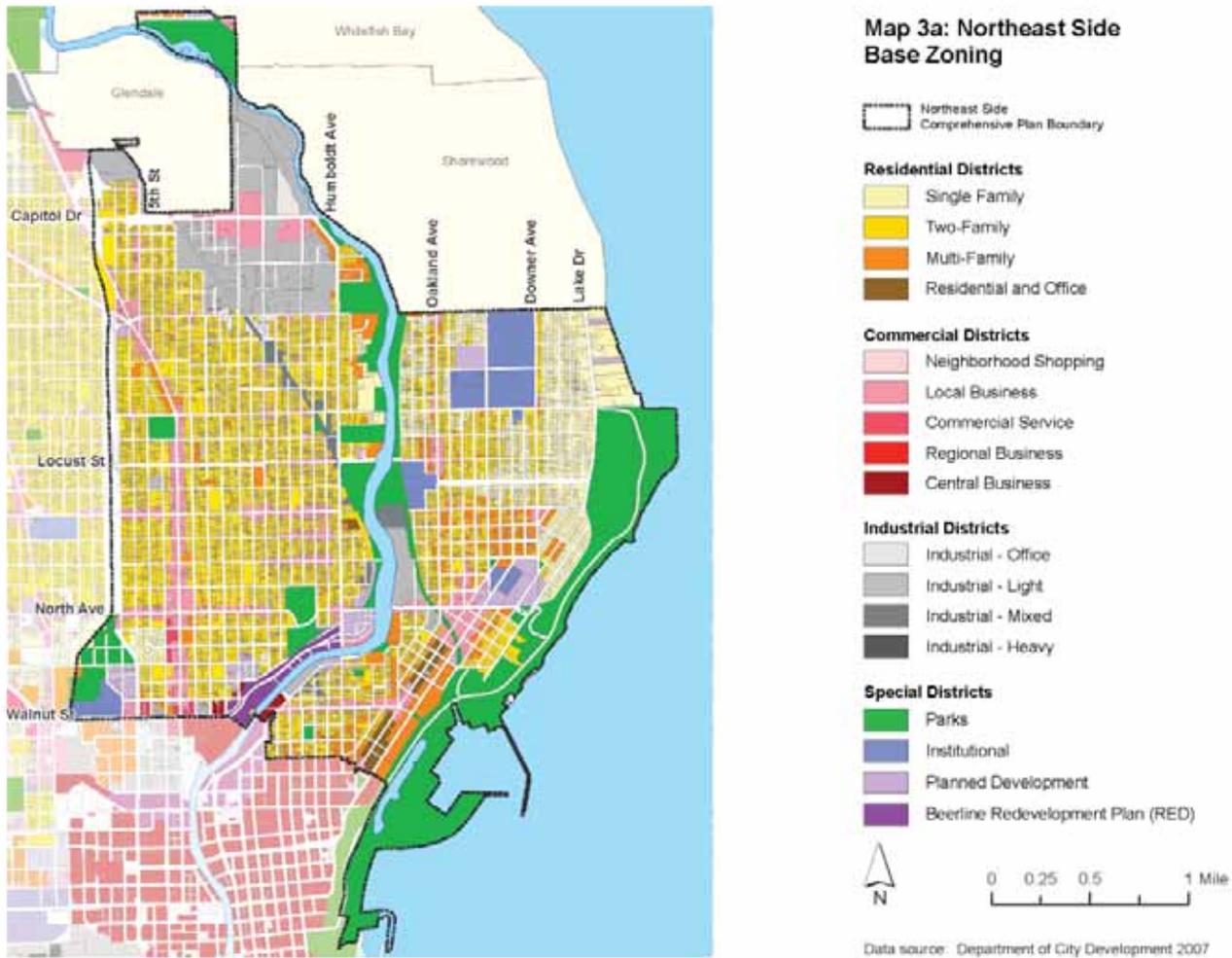


Figure 2.2: Zoning

Source: Department of City Development 2007

Northeast Side Base Zoning

In general, the base zoning reflects and supports the majority of the existing land uses in the area. Zoning in the plan area is comprised of single family residential districts on the east end of the Upper East Side and two family residential districts to the west into Riverwest and Harambee neighborhoods. Two family residential districts are also prominent in the Lower East Side south of North Avenue. Some multi-family districts are located on the southern end of the Upper East Side, along the Milwaukee River south of North Avenue and north of Edgewood Avenue, as well as northern portions of Capitol Drive and Prospect Avenue, where

development has increased due to demands for lakefront views. Commercial districts are prominent along main commercial corridors including Brady Street, North Avenue, Martin Luther King Boulevard and Center Street. There is one industrial district in the Northeast Side, the Riverworks Industrial Center and various Special Districts that include the lakefront and Milwaukee River areas, the University of Wisconsin-Milwaukee grounds as well as the Beerline and other Planned Development areas. A comprehensive analysis and comparison of individual areas can help identify discrepancies between permitted development, existing land use and current development practices.

EXISTING CONDITIONS

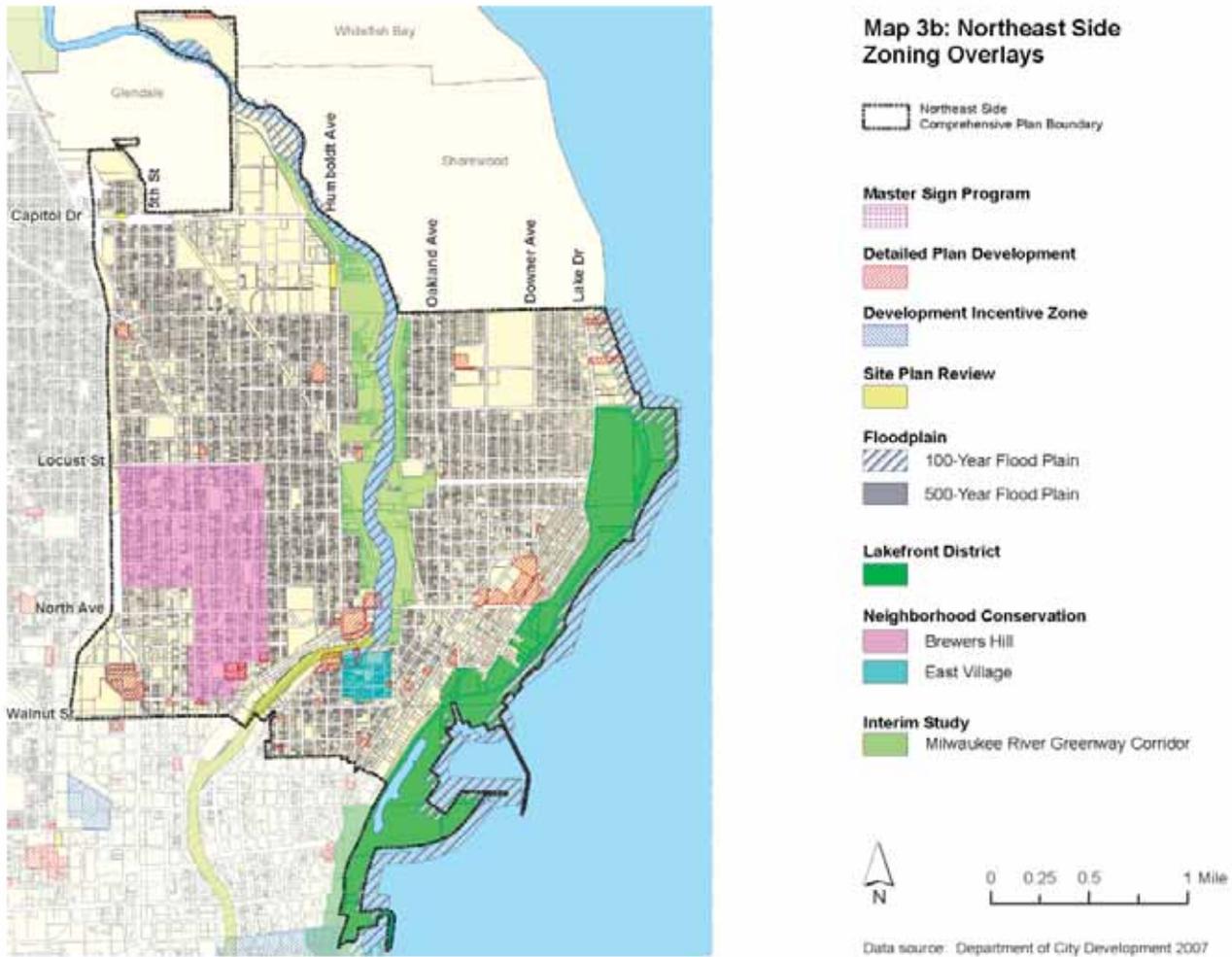


Figure 2.3: Zoning Overlays
 Source: Department of City Development 2007

Northeast Side Zoning Overlays

Zoning overlays provide the opportunity to address the needs of specific areas by tailoring zoning regulations to promote conservation and other design guidelines that will shape future development. The Northeast Side Plan addresses the Lakefront District, the Brewers Hill and East Village Conservation Districts and the Milwaukee River Environmental Corridor.

EXISTING CONDITIONS

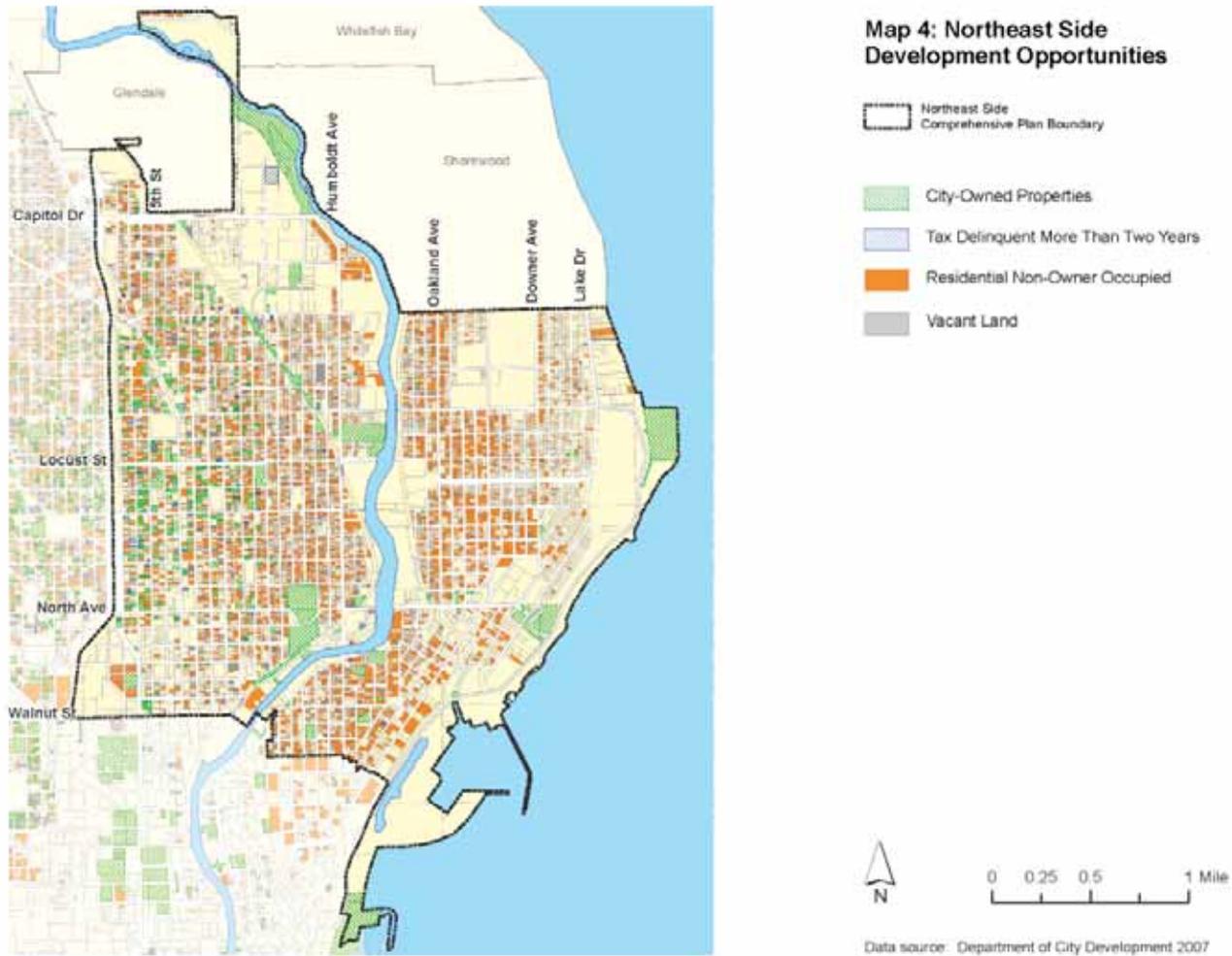


Figure 2.4: Development Opportunities

Source: Department of City Development 2007

Northeast Side Development Opportunities

This map shows properties susceptible to change that can potentially generate development pressures in the Northeast Side including vacant land, non-owner occupied residential properties, tax delinquent properties for more than two years and city owned properties. Vacant properties provide opportunities for new development, including the potential construction of additional affordable housing options for area residents. Other properties might provide redevelopment opportunities in the area while some might be in need of physical improvements.

Rental housing availability in the Northeast Side provides those without the resources to invest with the opportunity to live in the area. These rental properties should be appropriately maintained and renovated to meet rental market demands and provide a better quality of life for area residents.

EXISTING CONDITIONS

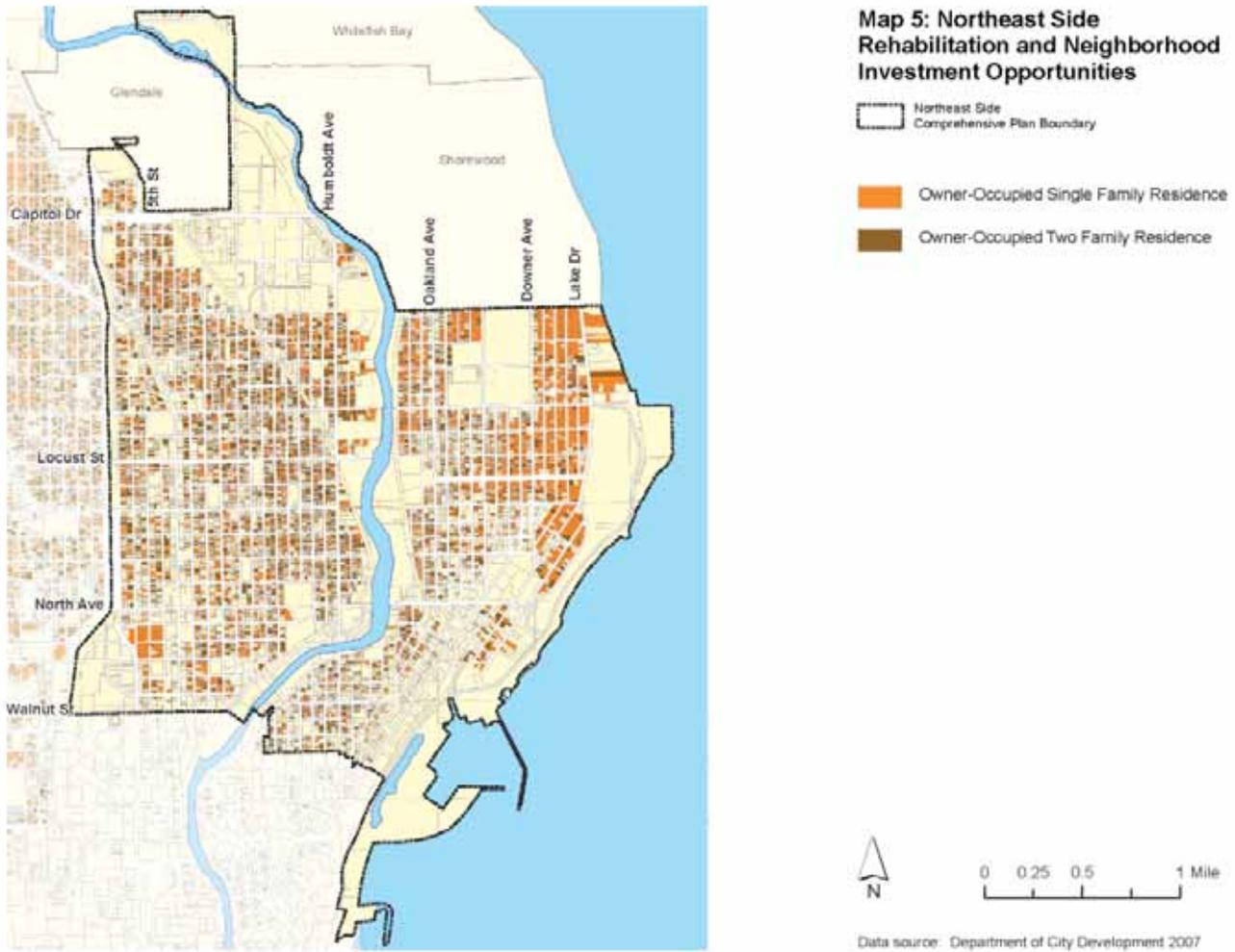


Figure 2.5: Rehabilitation and Neighborhood Investment Opportunities

Source: Department of City Development 2007

Northeast Side Rehabilitation and Neighborhood Investment Opportunities

This map illustrates owner-occupied single and two family residences. Neighborhoods with a strong owner presence provide and have the motivation to improve quality of life components: schools, parks, shopping districts.

EXISTING CONDITIONS

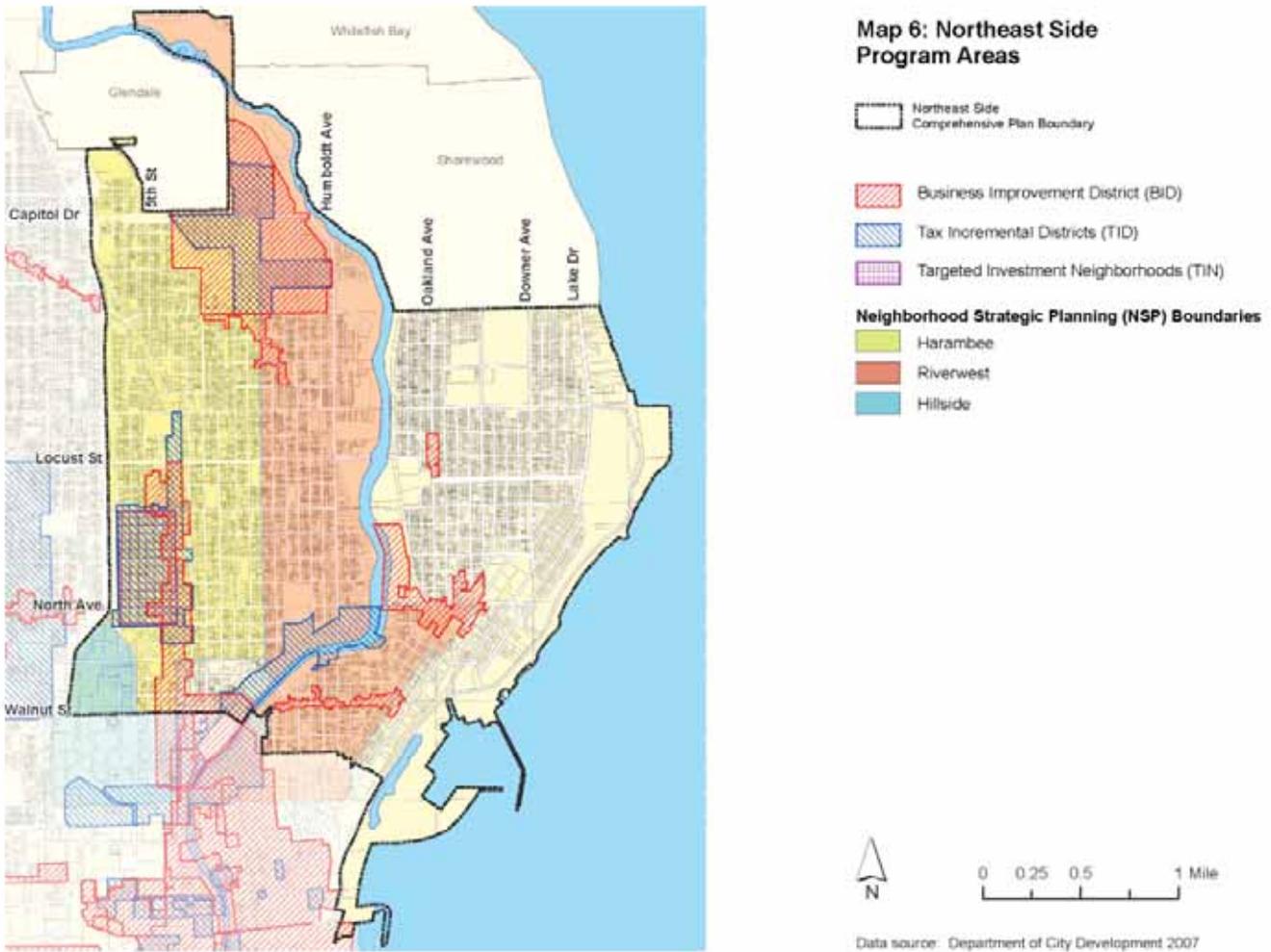


Figure 2.6: Program Areas
Source: Department of City Development 2007

Northeast Side Program Areas

This map illustrates Neighborhood Strategic Planning (NSP) Boundaries and program areas including Business Improvement Districts (BID), Tax Incremental Districts (TID) and Targeted Investment Neighborhoods (TIN). These program areas seek to promote neighborhood investment, mixed use and commercial redevelopment opportunities. The Northeast Side Plan provides strategies for TINs in the Northeast Side and presents additional goals and strategies in support of existing NSP areas. BIDs throughout the Northeast Side have had an intricate role in the development and programming of neighborhood commercial and retail areas. BIDs in-

clude the Historic King Drive BID, the Brady Street BID, the East Side BID, the Oakland Avenue BID and the Riverworks BID. The plan has developed a vision and recommendations for each one of these BIDs. BID managers and community leaders were consulted throughout the planning process on plan recommendations.

EXISTING CONDITIONS

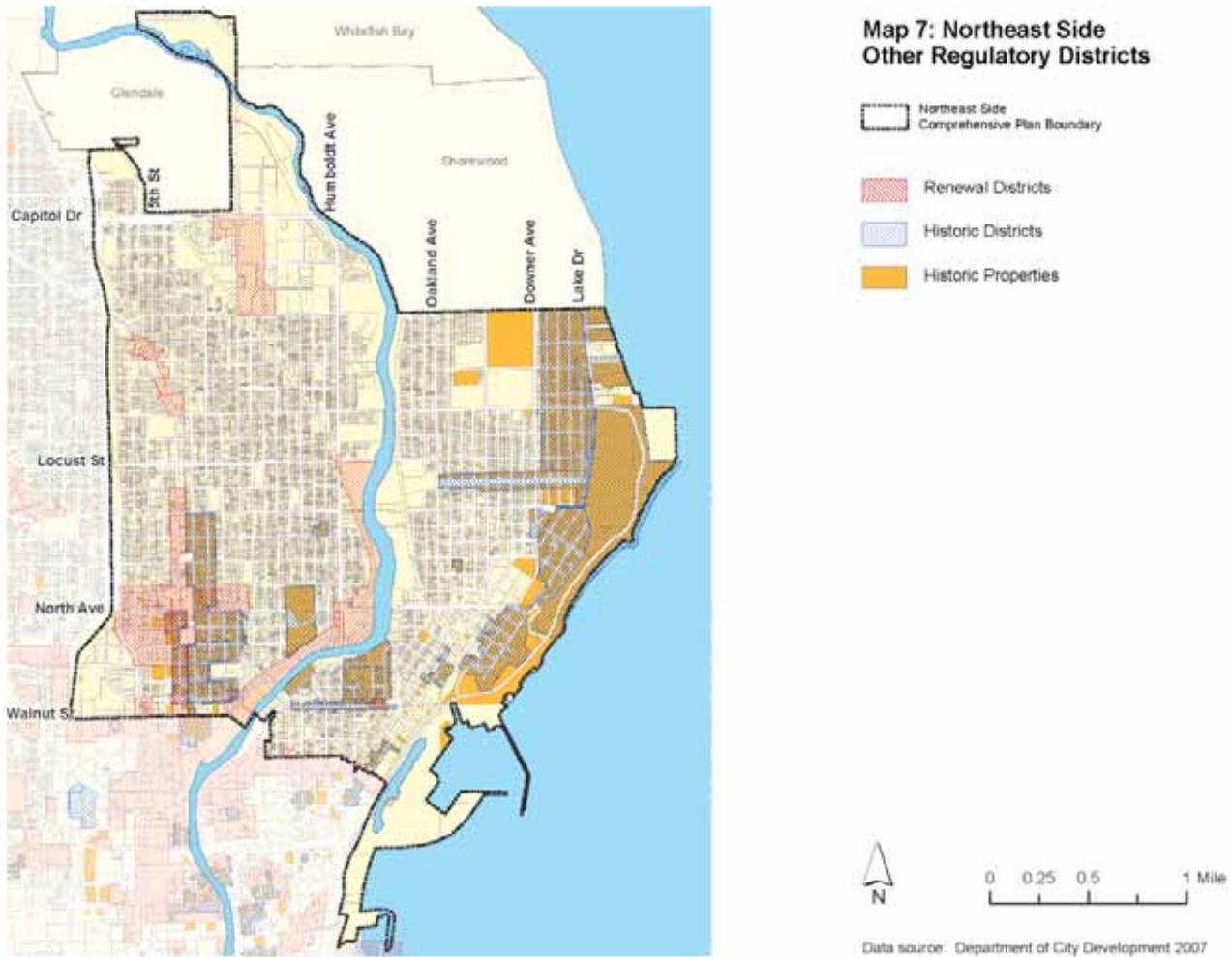


Figure 2.7: Regulatory Districts
 Source: Department of City Development 2007

Northeast Side Other Regulatory Districts

Other regulatory districts in the Northeast Side include Renewal Districts, Historic Districts and Historic Properties. Historic Districts addressed in the Northeast Side Plan include Brewers Hill, Martin Luther King Drive, Water Tower, East Village, Brady Street, the Prospect Avenue Apartment Buildings and the Prospect Avenue Mansions Historic Districts. These historic districts are facing development pressures that require the enforcement of existing regulatory controls and guidelines as well as the creation of additional development standards for renovation and new construction to be sensitive to the existing context.

The Northeast Side Plan seeks to promote the conservation of existing historic districts and properties. The plan also encourages the identification of additional buildings and / or areas to be designated for historic preservation.

EXISTING CONDITIONS

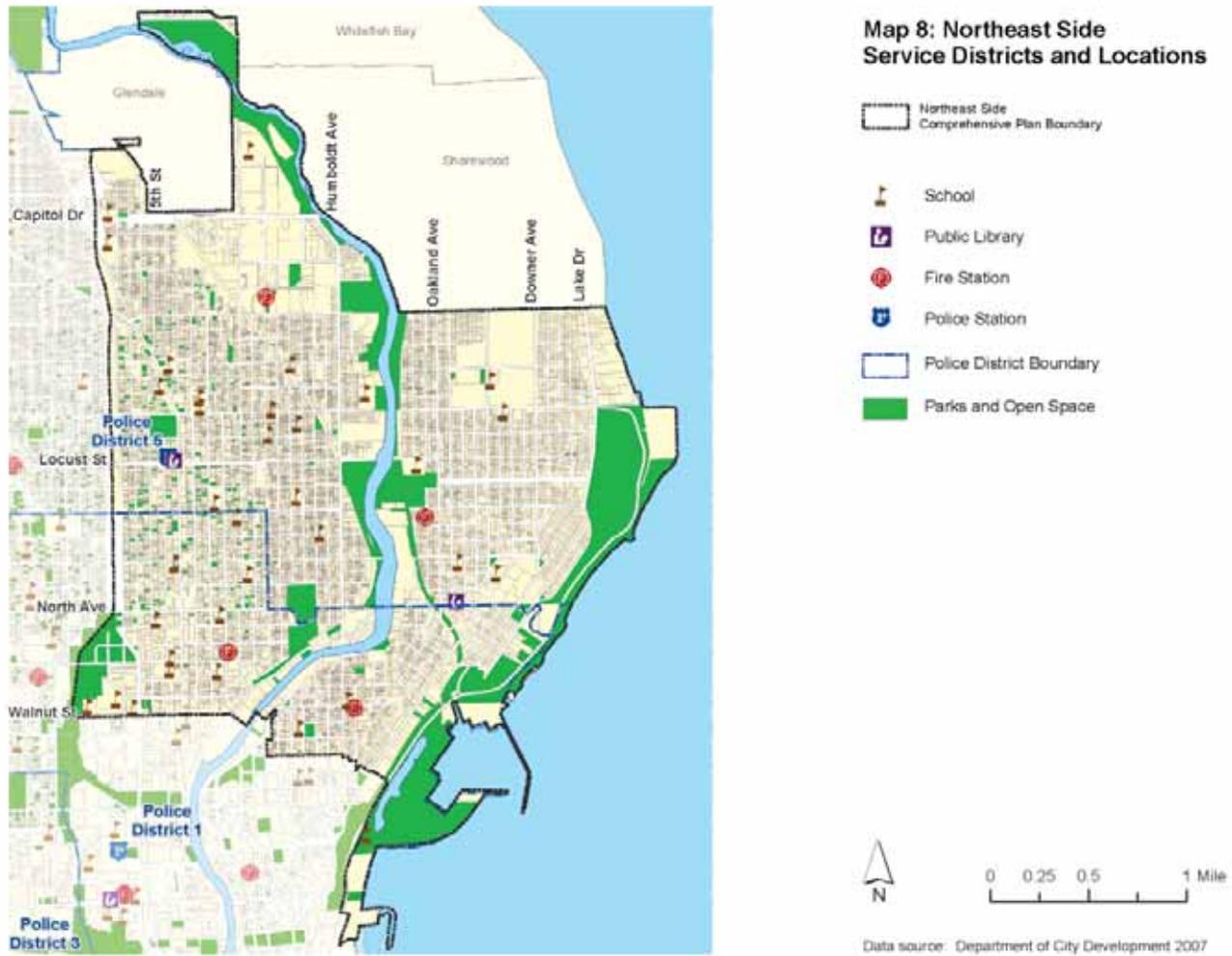


Figure 2.8: Service Districts and Locations

Source: Department of City Development 2007

Northeast Side Service Districts and Locations

This map shows community facilities and resources within the Northeast Side as well as the area's open space which is mostly located in areas surrounding the Milwaukee River and Lake Michigan. The map supports the existing need for more small neighborhood pocket parks and playgrounds, as well as better access and connections to the lakefront and the Milwaukee River.

EXISTING CONDITIONS



Figure 2.9: Street Classifications
 Source: Department of City Development 2007

Northeast Side: Street Classifications

This map illustrates the classification of streets throughout the Northeast Side, including freeways, arterial roads, collector and local streets. It shows three major east / west arteries important to the area: Capitol Drive, Locust Street and North Avenue. These east / west connections across the Milwaukee River provide key transportation access points throughout the plan area.

The map also includes the Department of Public Works (DPW) street paving schedule. This information should assist in the coordination of streetscape improvements.

EXISTING CONDITIONS



Figure 2.10: Transit Routes (Note: MCTS Rte. 11 has replaced Rte. 14)

Source: Department of City Development 2007

Northeast Side Transit Routes

This maps shows transit routes and recreational trails (including the Oak Leaf Trail and proposed bike trails) in the Northeast Side. There are 42.8 miles of bike trails in the area (off road and on road). These connect open spaces and provide a recreational network in the area. Transit recommendation can be found in Chapter 4 of the plan.

EXISTING CONDITIONS

DEMOGRAPHICS

Population

As noted in the Market Analysis conducted by S.B. Friedman & Company, in 2007 the population of the Northeast Side was approximately 62,300 people, making up more than 10% of the population of the City of Milwaukee which was estimated at 585,559 people. The area has experienced a 1.6% decline in population since 2000 while there has been an estimated increase of approximately 164 households to its household base of 29,376. The discrepancy between total population and number of households is attributed to a decreasing trend in the average household size not only on the Northeast Side but in the region. It is estimated that this trend will continue and that between 2007 and 2012 the Northeast Side will experience a decrease of

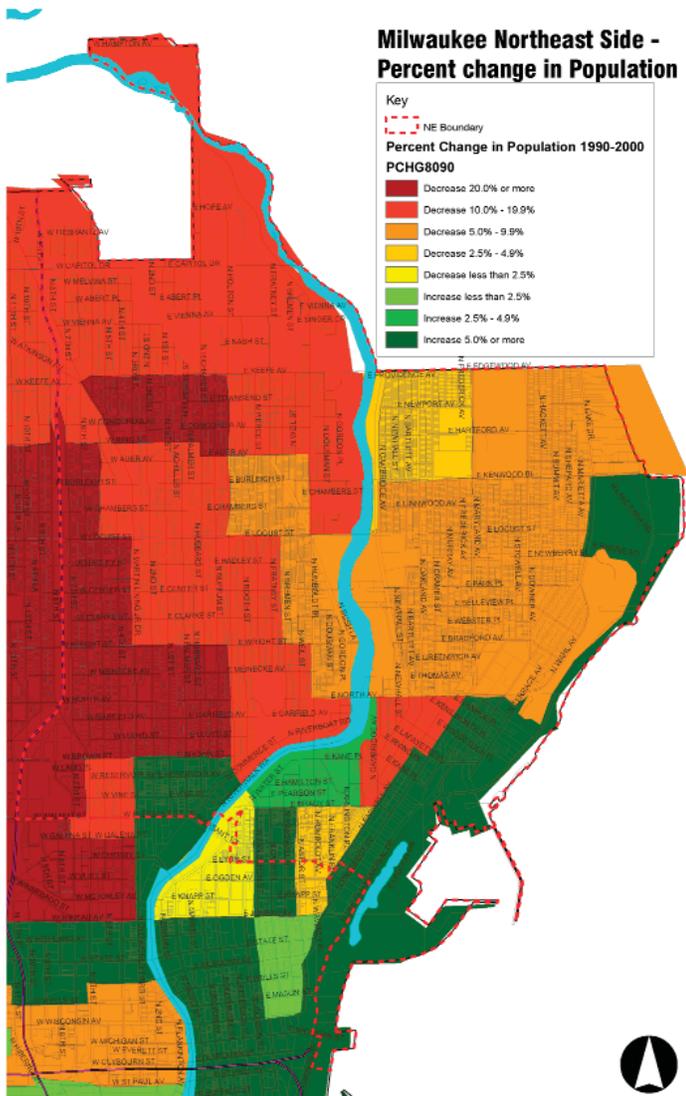


Figure 2.11: Percent Change in Population
Source: US Census 2000

approximately 800 people and an increase of approximately 280 new households. Figure 2.11 shows an increase in population to the eastern portions of the Northeast Side along the lakefront while there has been a significant decline of population to the west.

Age provides important information regarding social service and business needs in a locality. It can help determine the need for schools, retail, entertainment options, jobs and housing as well as be an indicator of potential changes in household size due to adjustments in the family structure. The median age for the population in the Northeast Side is 27.6, less than that of the City of Milwaukee at 30.6. The population in the Northeast Side (and the City of Milwaukee) is significantly younger than the population of surrounding municipalities. Figure 2.12 compares the median population age of the Plan Area with that of the city and adjacent municipalities. This younger demographic reflects a potential demand for smaller housing types and a larger demand for more public gathering places and entertainment uses in the area.

When compared with other census data, racial composition can have great social, political and legal implications. It can also provide important information on the needs of racial subgroups in the area, such as employment and housing. In the Northeast Side, approximately 56.9% of the population are Caucasian, 32% are African American, 7.1% are Hispanic, 2.3% are Asian, and .7% are American Indian. The combined minority population in the Northeast Side is approximately 43.1%, slightly less racially diverse than the City of Milwaukee which had a combined minority population of 50% in the year 2000. The greater percentage of minority population is towards the western portions of the Northeast Side, an area which also contains the greater percentage of population below the poverty line. This information is vital to the planning process in the Northeast Side, helping to identify the need for affordable housing options, connections to jobs and additional social services in these areas.

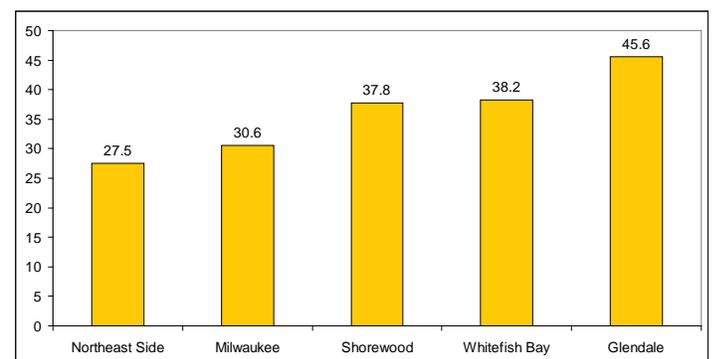


Figure 2.12: Median Age Comparisons
Source: US Census 2000

EXISTING CONDITIONS

Households

The total number of households in the Northeast Side in 2007 was 29,540. Census 2000 data showed that the average household size for the Northeast Side was 2.35, slightly less than that of the City of Milwaukee at 2.5. Figure 2.14 compares the average household size between the City of Milwaukee, the Plan Area and adjacent municipalities, showing similar size compositions throughout. Household size information can be utilized to determine the demand for particular housing types and redevelopment opportunities.

In 2007 the median household income for the Northeast Side was \$39,267. The median household income was lower for the area when compared to the city household income of \$41,888 and Milwaukee County (\$49,421). The existing base of over 1,700 young professional households (25 to 34-year-old householders earning \$75,000 or more) and the

projected addition of nearly 150 empty nester households (55 to 64 year-old) earning \$100,000 or more over the next five years are indicative of potential future demand for multifamily for-sale housing products such as condominiums (S.B. Friedman & Company).

It is important to note that there is a significant difference in household income between the east and west side neighborhoods. The median household income east of the Milwaukee River is \$46,048 while that of the western portion is \$30,940. Figure 2.13 shows the difference in median household incomes throughout the Northeast Side. Household income data shows a greater percent of population under the poverty line towards the west, as depicted in Figure 2.15. While there is a need for affordable housing in all neighborhoods, poverty levels show a more pronounced need for affordable housing, jobs and other social services in the Harambee neighborhood in the western segment of the Northeast Side.

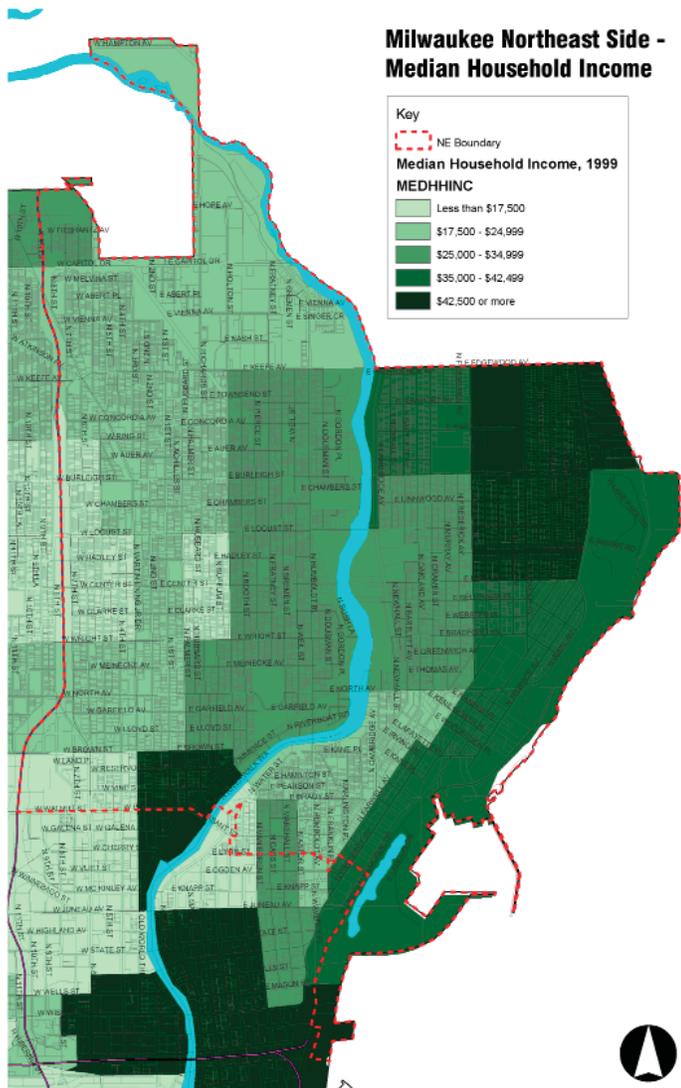


Figure 2.13: Median Household Income
Source: US Census 2000

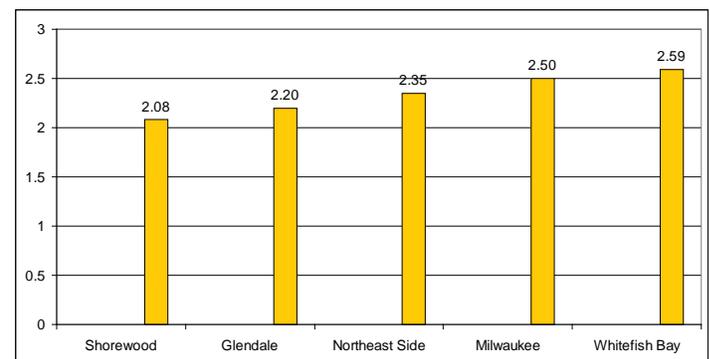


Figure 2.14: Average Household Size
Source: US Census 2000

EXISTING CONDITIONS

Housing

Census 2000 data shows a total of 25,515 occupied housing units in the Northeast Side. This represents approximately 11% of the total occupied housing units for the City of Milwaukee (232,188). As shown in Figure 2.17, approximately 26% of occupied housing units in the Northeast Side are owner occupied while 74% are occupied by renters. The percent of owner occupied housing units for the City of Milwaukee is 45.3%, a significant increase of owner occupied housing units over the Northeast Side. The percentage of renter occupied using units for the City of Milwaukee is 54.7%. As shown in Figure 2.16, owner occupied housing units in the Northeast Side are greater in the Upper East Side.

Neighborhoods surrounding university campuses typically offer many rental housing opportunities. Rental properties

provide housing options for low income residents as well as students that do not have the resources to live in the area before investing. However, absentee landlords and transient student residents generally do not invest in the up-keep of properties, which can lead to potential deterioration of the housing stock and make a community vulnerable to additional disinvestment.

A declining home ownership and owner-occupancy rate can signal neighborhood decline. Encouraging home ownership will sponsor a vested interest in property and neighborhood improvements. Homeowners recognize the importance of a vital and successful community to maintain property values. These issues have been considered throughout plan recommendations.

Figure 2.17 compares the percentage of owner occupied housing units for the City of Milwaukee and communities

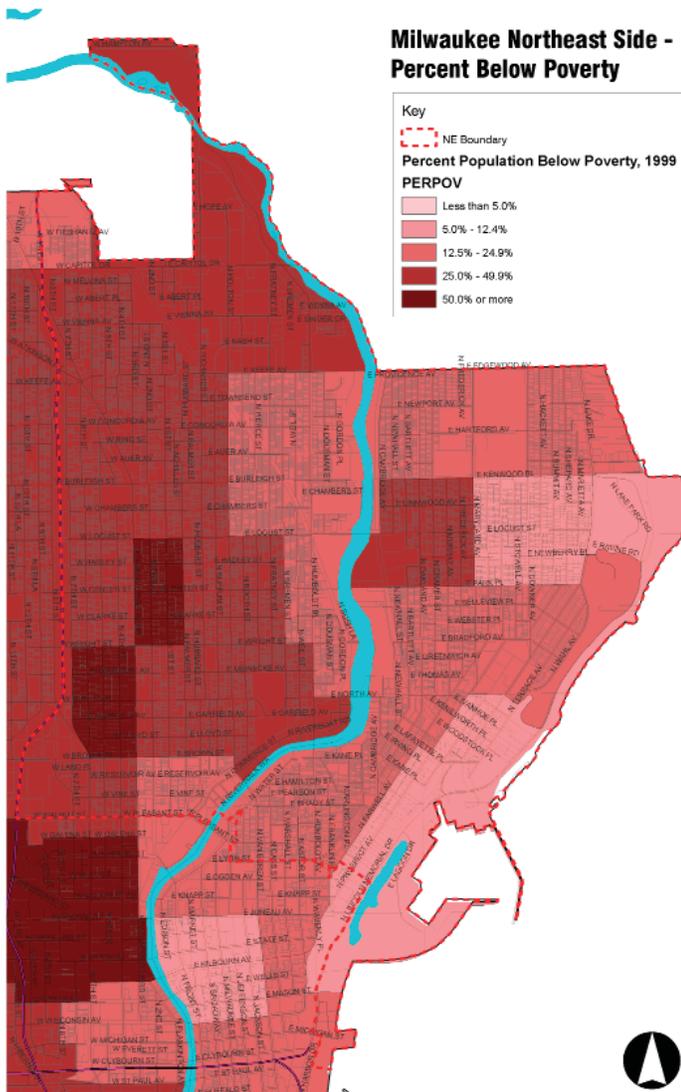


Figure 2.15: Percent Below Poverty Line
Source: US Census 2000

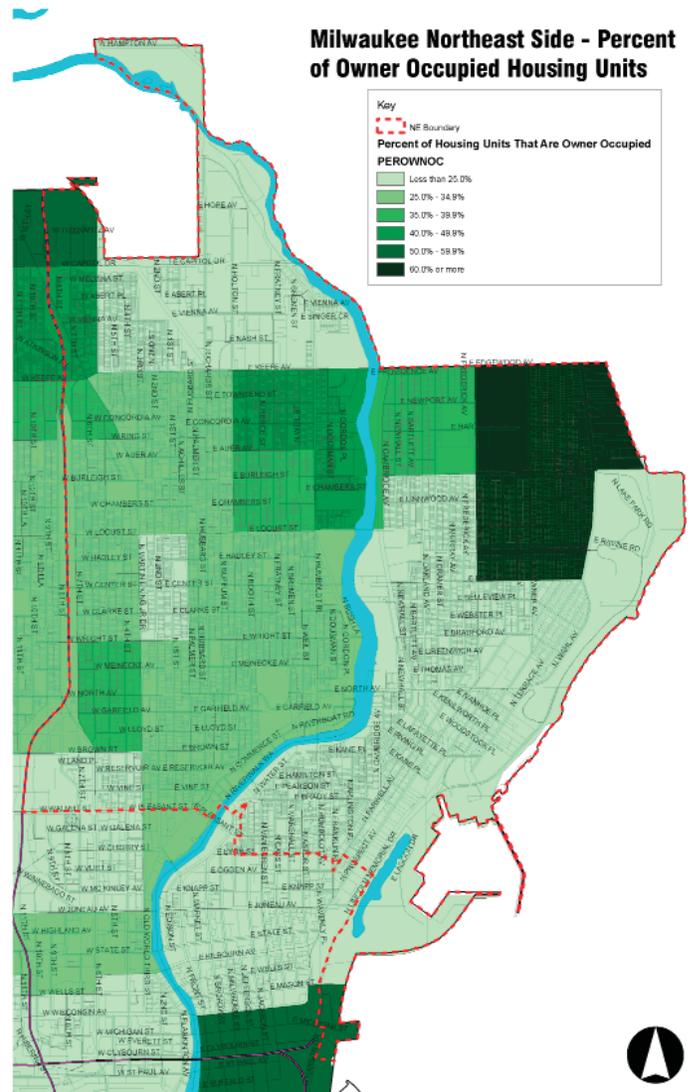


Figure 2.16: Owner Occupied Housing in the Northeast Side
Source: US Census 2000

EXISTING CONDITIONS

surrounding the Northeast Side, showing a higher percentage of owner occupied housing units for surrounding municipalities (Village of Whitefish Bay 84.6%, City of Glendale 73.1%, and Village of Shorewood 47.6%). The quality of the schools in these municipalities are attracting young families who tend to seek home ownership.

Census 2000 data shows that 7.4% of the housing units in the Northeast Side are vacant, slightly more than the percentage of vacant units in the City of Milwaukee (6.8%).

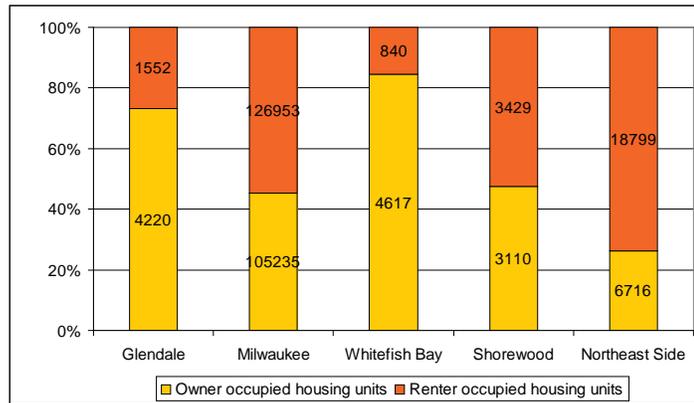


Figure 2.17: Housing Tenure in the Plan Area
Source: US Census 2000

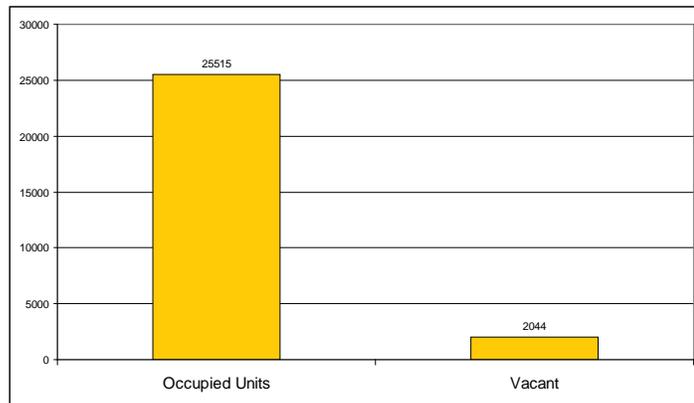


Figure 2.18: Vacancies in the Northeast Side
Source: US Census 2000

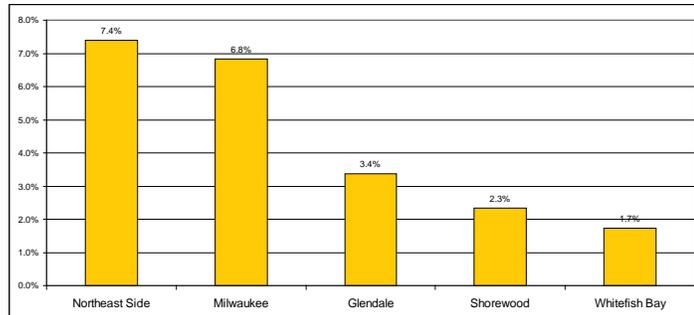


Figure 2.19: Vacancy Comparisons with the Northeast Side
Source: US Census 2000

Figure 2.18 shows a comparison between the number of vacant and occupied units in the Northeast Side. The percentage of vacant properties in the Northeast Side is more than double that of surrounding municipalities (see Figure 2.19), a potential sign of neighborhood decline.

Employment

The 2000 Census showed that the Northeast Side represented 11.3 percent of the total labor force of the City of Milwaukee. In 2000, the unemployment rate for the Northeast Side was 8% while that of the City of Milwaukee was 9.4%, making the unemployment rate in the study area slightly less than in the rest of the city.

More than half of the labor force in the Northeast Side (including both male and female population) are employed in the educational, health and social services sector (53.8%). Additional sectors of major employment include scientific, management, administrative, and waste management services (27.3%); arts, entertainment; recreation, accommodation and food services (25.5%); as well as retail trade and manufacturing (both 21.1%).

The total workforce in the Northeast Side is comprised of 51.2% male and 48.8% female. The manufacturing workforce is slightly higher for males (7.2%) while the education, health and social services sector is dominated by the female labor force (20.7% above males).

While there is a disconnect between place of employment and housing, since jobs are generally located at a different location than the place of residence, a view into the labor market of the Northeast Side can provide feedback regarding skills of the labor force in the area. This information could be utilized in the creation of additional job opportunities or linkages to existing and future job centers. In March 2008, the unemployment rate for the nation was 5.1% (U.S. Department of Labor), showing a higher unemployment rate in the plan area. Unemployment issues and the need for job access is an underlying principle in plan recommendations.

MARKET ANALYSIS SUMMARY

Prepared by S.B. Friedman & Company (2007)

RESIDENTIAL MARKET FACTS AND FINDINGS

Residential Development Activity. The Northeast Side is experiencing significant residential development activity. Occupancy permits were issued for over 1,000 units in the Northeast Side in the six years between 2001 and 2006 at an average annual rate of nearly 170 units a year. Single family development in the Northeast Side has been gradual, averaging just 16 units a year in this time frame. The vast majority of the permits (over 87 percent) issued in these six years were for multifamily development that includes condominiums, townhomes, and apartments. The current lack of new market rate single family development of significant scale in the Northeast Side is primarily due to the limited availability of sufficient land in areas that could support such product types..

While multiple townhome projects of significant scale have been developed in the Beerline neighborhood along the west side of the river, this area is approaching full buildout. The relatively strong demand for condominiums has led to higher land values on sites on the east side of the river, which in turn has favored higher density condominium development over townhomes.

Over 2,900 units in 34 projects are either actively being marketed, are under construction or are planned for development. While some of the projects are affordable housing with public subsidies, nearly 80 percent of the new, active or planned residential developments are made up exclusively of unsubsidized, market-priced condominium projects and one market rate apartment project.

Affordable Housing. All six active or planned affordable projects are located west of the Milwaukee River in the Harambee neighborhood where the median household income levels are relatively low. These developments include a mix of rental and for-sale housing and various product types including mid-rise apartments, duplexes and single family homes.

The new housing projects are improving the general image of the area and could serve as critical mass to catalyze further redevelopment activity. Following are details of the six affordable housing projects in the area:

- **King Commons** - Phase I of this multi-family, mixed use project developed by the Martin Luther King Economic Development Corporation is located at 2774 Martin Luther King Drive. It is a three story, mixed use building with 18 apartments and 5,000 square feet of retail space. The second phase includes 24 homes in a mixed use development including single family homes, duplexes, three and four unit apartment buildings, as well as a nine unit building with 2,200 square feet of retail space. Phase III is King Commons III (See Catalytic Project 1H, p.143).
- **Park Hill Senior Housing** - a 62 unit independent senior living apartment complex located at Fifth Street and Concordia Avenue is 66 percent occupied. The other 33 percent is still under renovation.
- **Inner City Redevelopment Corporation (ICRC)** - 24 duplex units for rent built in Harambee with plans to build 24 more in a four block area between Second and Third Streets east of King Drive.
- **Habitat for Humanity** - 10 single family homes in the Harambee neighborhood on former city owned lots in 2007; 20 in 2008; 15 more scheduled for 2009.
- **Prince Hall Senior Housing** - is the planned redevelopment of the former Plymouth Manor Nursing and Rehabilitation Center located at Sixth and Walnut Streets. The project is designed to be developed in two phases. Phase I will include a skilled nursing facility with 50 beds. Phase II will include a mix of 75 senior independent living apartments and an assisted living facility with 60 units. The second phase



Figure 2.20: King Commons I



Figure 2.21: Landmark on the Lake



Figure 2.22: Sterling Condominiums

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of the project will also include a retail / commercial component ranging in size between 20,000 and 30,000 square feet.

Condominium Market. Between 2004 and 2006, the greater downtown condominium market had 25 projects under construction, totaling nearly 1,500 units. Over 1,080 units were closed in these three years in the downtown market at an average annual rate of 360 units a year. In this time frame, the Northeast Side had 10 projects with 566 units under construction and represented approximately 40 percent of the overall greater downtown condominium market in terms of the number of projects and total units. Northeast Side condominium projects captured approximately 30 percent of the downtown market sales, an average absorption rate of 107 units a year.

Currently, there are approximately 16 condominium projects in the Northeast Side that are actively selling units. The majority of the projects have completed construction and each have less than 30 unsold units remaining on the market. The five projects under construction include approximately 557 units. Base prices are reported to start at approximately \$180,000 per unit, with average sales prices at about \$300,000. Asking prices per square foot cluster between \$250 and \$350. Following is a list of active condominium projects in the Northeast Side.

Completed Projects

- Reservoir Street Lofts - 10 units
- City View/Skyline Condos - 12 units
- Western Leather Lofts - 56 units
- 1522 on the Lake - 99 units
- McCormick on Farwell - 30 units
- Hi Fi Lofts - 40 units
- Rivercrest Condos - 40 units
- Sterling Condominiums - 112 units
- Gallun Tannery - 31 units
- Union Point Condos - 72 units
- Landmark on the Lake - 275 units

Projects Under Construction

- Humboldt Ridge Condos - 4 units
- Park Lafayette (Towers 1 & 2) - 291 units
- The Edge Condos - 133 units
- Cambridge River North - 48 units
- 2201 N Cambridge - 81 units



Figure 2.23: 1522 On The Lake



Figure 2.24: Park Lafayette



Figure 2.25: Reservoir Street Lofts

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Apartments. No new market rate rental apartment buildings have been built in the Northeast Side in recent years. The only proposed apartment project is a 475 unit student housing project for the University of Wisconsin-Milwaukee. The newly constructed UWM Riverview Residence Hall houses 475 UWM students. The dormitory is located on North Avenue on the west bank of the Milwaukee River. It was built as an effort to accommodate the increased student housing demand at UWM and it is one of the first satellite housing facilities for the University.

Future Market Potential by Product. Future market potential in the Northeast Side will be regulated by the availability and land costs of redevelopment sites. The market potential by residential product type is as follows:

- **Single Family Homes:** While scattered infill single family development is likely to continue throughout the Northeast Side, the potential for larger scale single family development is likely to be limited to the Harambee neighborhood and the Johnson Controls site in Riverwest based on land availability. In the Harambee neighborhood there are opportunities for consolidation of vacant lots for relatively larger-scale residential development that can have a greater revitalization effect than scattered infill development.
- **Townhomes:** The land constraints pertaining to market rate single family homes are generally applicable to townhomes as well. Some townhome development may still be feasible in the Lower East Side as transition buildings to mid-rise and high-rise condominium projects.
- **Condominiums:** The review of active and planned projects revealed that the proposed pipeline of nine new condominium projects with 723 units represents approximately seven years of supply at current absorption rates. While current concerns regarding an over-supply of units and the softening housing market may dampen the prospects for new projects in the short term, the demand for condominiums is likely to persist in the greater downtown submarket. Projected growth of young professional and empty nester households in the Milwaukee Metropolitan Area is likely to sustain popularity of the condominium product type in the region as a whole, with downtown representing the largest and most amenity-rich submarket. Additionally, Milwaukee's condominium market appears to be less oriented to speculative buyers and second-home investors, and is therefore likely

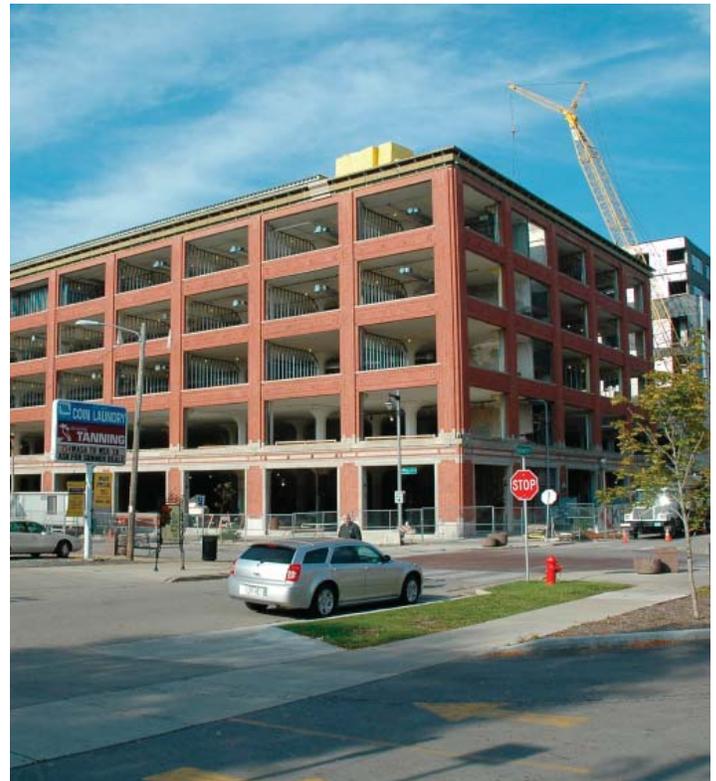


Figure 2.26: Kenilworth Building



Figure 2.27: Riverview Dorm from North Avenue Bridge

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more resilient to “housing bubble” submarket concerns than other downtown markets such as Chicago and Miami.

- Apartments:** The recent for-sale residential boom in the past few years was accompanied by a decline in demand for market rate rental apartments. In recent years, market rents have not generally been high enough to support new construction market rate urban-style apartments. The “Echo Boom” demographic segment (the children of the post-World War II “baby boom” generation) is projected to enter the Milwaukee apartment market in greater numbers from 2009 onwards. The improving demographic conditions for apartments and constrained supply conditions may lead to increased rents. This trend may at some point in the future allow market rate apartment construction to become financially feasible.
- Kenilworth Building** This six-story, 500,000 square foot building, used to be the property of the U.S. General Services Administration and was transferred to UWM in 1971. It is located at E. Kenilworth Place between Farwell and Prospect Avenues. The building was being used for UWM’s Physical Plant Services and provided storage and research facilities for the Department of Anthropology and the School of Fine Arts. Now the building has been redeveloped into student housing, classrooms and retail space along with the Peck School of the Arts.



Figure 2.28: Brady Street Retail - Passeggio Complex

RETAIL MARKET FACTS AND FINDINGS

Retail Opportunities for Northeast Side. The Northeast Side has a mix of “main street” pedestrian-oriented retail and auto-oriented shopping districts. Based on the character of the existing retail corridors, available opportunity sites and the retail leakage analysis, a list of key retail categories that have market potential in the Northeast Side was compiled for both auto-oriented and pedestrian-oriented retail environments.

Pedestrian-Oriented Retail Opportunities

- Home furnishings
- Local electronics and appliances stores
- Small boutiques and clothing stores seeking an urban environment
- Smaller format hardware/home improvement stores

Auto-Oriented Retail Opportunities

- Grocery stores (full-service and mid-size stores)
- Furniture stores
- Electronics and appliance stores
- Clothing stores
- General merchandise stores

Retail Opportunities for Key Pedestrian-Oriented Retail Corridors. The market potential for the key pedestrian-oriented corridors within the Northeast Side are as follows:

- Brady Street Corridor.** This corridor, extending from Farwell Avenue to Water Street, contains a diverse and unique mix of specialty stores, most of which are locally owned. Many of the buildings in this corridor are over 75 years old, giving the corridor a historic character. The relatively shallow lot depths on available redevelopment sites within this corridor suggest that most new retail uses would likely be limited to small-scale storefront retail space ranging from 2,000 to 5,000 square feet within mixed use developments. There are also opportunities for adaptive reuse of residential structures for retail. The retail opportunities are as follows:
 - Electronics stores such as Radio Shack
 - Cell phone store
 - Home furnishings stores
 - Garden/floral supplies, adaptive use of vacant parcels for outdoor market
 - Antique store
 - Art gallery

MARKET ANALYSIS SUMMARY

- Paper supplies/stationery store, such as Paper Source
 - Boutique apparel and accessories stores
 - Ice cream store
- **North, Prospect and Farwell Avenues.** This area is experiencing significant new development, which is contributing to a dense and vibrant mixed use neighborhood. With the recent opening of the Whole Foods grocery store and Urban Outfitters apparel and accessories store this area is emerging as a strong retail destination. Prospect and Farwell Avenues are currently designated as one-way streets to improve traffic flow. Conversion of these streets to two-way is likely to contribute to the vitality of retailing in the area by calming traffic and improving the pedestrian experience. There are opportunities to add to the existing retail base and create a unique urban shopping experience by intensively redeveloping key sites such as the Prospect Mall, the mall parking lot and adjacent gas station, the US Bank site and the library site. The following are examples of retailers that could locate in the North, Prospect and Farwell Corridor:
 - Apparel and accessories stores that have an affinity for urban locations, such as Gap, American Apparel, Chicos and Active Endeavors.
 - Specialty boutiques – independent/local stores that could benefit from a cluster of national chains
 - Home furnishings such as Cost Plus or Pier 1 Imports-Furniture stores
 - Spa/Beauty salon
 - Additional Health Club
 - Additional specialty grocery
 - **Whole Foods and Columbia St. Mary's Building.** The Whole Foods store and the Columbia St. Mary's Hospital building is located on the opposite corners of North and Prospect Avenues. It provides new services to the Northeast Side, especially the Upper East Side and Lower East Side neighborhoods. This new construction and investment has served as a catalytic project for the east side neighborhoods. The Whole Foods serves as a new retail anchor for the area.
 - **Martin Luther King Drive (King Drive) Corridor.** The historic King Drive has been a center of commerce for over 100 years. While the corridor has gone through some years of decline, recent investments have brought new residents and retail to the area. Key retail nodes along the corridor in the

Northeast Side include the King and North Avenue area, King and Hadley and the Five Points Exchange area. The King Drive corridor is likely to continue to have a neighborhood-serving function in the near future. A potential redevelopment strategy would be to target retail development at the key nodes that have an existing retail core and/or are already attracting new retail development. Retail uses that could be added to the corridor include:

- Small format grocery store such as an Aldi -
- Laundromat/dry cleaners
- Local hardware/paint supplies
- Fitness/recreation center
- Florist
- Art and framing stores
- Ice cream store

- **Oakland Avenue Corridor.** The commercial development along this corridor is focused primarily around the Locust Street and Oakland Avenue intersection. Farther north, there is commercial development on Kenwood and Oakland. The existing business mix includes a variety of casual and full-service dining establishments, a drug store, and specialty businesses catering primarily to UWM students such as music, book and bicycle stores. Besides the re-use/redevelopment of a former Walgreens facility, there appear to be no significant retail redevelopment opportunities in the area.
- **Downer Avenue Corridor.** The Downer Avenue Corridor is a relatively compact, three-block corridor with a strong student-oriented retail presence. Significant redevelopment activity is already taking



Figure 2.29: Whole Foods and Columbia St. Mary's

MARKET ANALYSIS SUMMARY

place in this area, including a parking garage with ground floor retail, a hotel, and a condominium/hotel project. Once these projects are completed, there do not appear to be significant redevelopment opportunities in the near term.

- **Riverwest Corridors.** The Riverwest Neighborhood has four relatively small retail corridors on Locust, Center, Clarke and Burleigh Streets that are located within four to five blocks of each other. These corridors serve primarily as neighborhood-oriented retail and include independent stores such as food marts, local eateries, art galleries and coffeehouses. The redevelopment opportunities within these corridors are likely to be limited to independent stores.

Retail Opportunities for Auto-Oriented Retail. Within the Northeast Side planning area, auto-oriented retail uses are concentrated on Capitol Drive between Humboldt Boulevard on the east and I-43 on the west. There are eight shopping centers located in this corridor that range from small convenience centers of approximately 14,000 square feet to free-standing big box retailers of approximately 125,000 square feet. This corridor has the potential to attract new big box retailers that are missing in the area. Key retail categories that could be attracted include:

- General Merchandise Stores like Target
- Electronics and Appliance stores such as Best Buy
- Discount apparel and accessories department stores such as TJ Maxx



Figure 2.30: Retail along Capitol Drive

- Home furnishings stores such as Bed Bath and Beyond or Linens N Things
- Hobby art and craft stores such as Michaels
- Furniture stores

INDUSTRIAL MARKET FACTS AND FINDINGS

Regional Market Trends. Between 1995 and 2000, approximately 33.4 million square feet of industrial space and over 2,550 acres of industrial land were absorbed in the Milwaukee Metropolitan Area. During this time, the city had a capture rate of regional industrial absorption that ranged from 7% to 15% while most of the remaining growth (85% to 93%) in new industrial development occurred in suburban locations. This trend is primarily due to the relative shortage of development-ready land suitable for industrial uses in the city.

Absorption Trends. The future annual absorption of industrial land in the city is projected to range from 32 to 63 acres based on projections of the regional absorption rate of industrial land and the city's historical capture rates (7% to 15%) of regional industrial growth. However, this projection assumes that the city will be able to add a new supply of suitable development-ready industrial land. Analysis of historical absorption data shows that very little new industrial development activity occurred in the Northeast Side. Of the 550 acres absorbed in the City of Milwaukee between 1990 and 2004 for industrial uses, the Northeast Side absorbed approximately 20 acres, or approximately 4%, of city-wide land area developed for industrial uses. The relatively low capture of new industrial activity is primarily because much of the land suitable for industrial uses in the Northeast Side is already built out.

Profile of Existing Industrial Uses in the Northeast Side. The industrial uses in the Northeast Side are concentrated in the Riverworks area, which is located in the northwest part of the Northeast Side. While there are some remaining industrial uses in scattered locations along the river and the formerly active railroad tracks, this space is a small proportion of the total industrial area of the Northeast Side. The Riverworks area has approximately 120 acres of industrial land, over 3 million square feet of industrial space, and is estimated to have over 1,000 employees. Nearly 85% of the industrial buildings in the Northeast Side are over 50 years old. Therefore, they are less likely to meet the space, access, floor loading, ceiling height, dock, and/or other functional requirements of modern industrial tenants.

Competitive Position of Northeast Side. Key competitive strengths of the Northeast Side in terms of attracting and retaining industrial users include its proximity to I-43, the adjacency to Estabrook Corporate Park – a successful modern business park located in Glendale – and the access to

MARKET ANALYSIS

the area's large workforce. However, the lack of a cohesive, modern business park image, development-ready sites, an interconnected street grid north of Capitol Drive and the presence of land use conflicts with adjacent residential neighborhoods limit the redevelopment potential of industrial sites in the Northeast Side.

Future Industrial Potential. Four sites in the Riverworks area were identified as having redevelopment potential for industrial uses, including the Blue Hole site located in the northeast corner of the Riverworks area. There may also be opportunities to redevelop older / underutilized sites with modern industrial space. Because many of these sites are likely to require extensive demolition and environmental cleanup, city involvement is likely to be required for land assembly and preparation of sites for development. Future absorption potential of industrial uses in the Northeast Side will be largely determined by the pace at which sites can be made development-ready and infrastructure and streetscape improvements implemented in the area.

Strategies to Enhance Industrial Development. There are several additional strategies that the city and the Riverworks Business Improvement District (BID) can jointly implement to further enhance industrial development in the Northeast Side. These include:

1. Develop and implement a streetscape program to enhance the overall appearance of the public realm in the Riverworks Center.
2. Prepare and adopt design guidelines to ensure high quality new development/redevelopment in the area and updated or retrofitted older facilities.
3. Encourage property maintenance and façade improvements through grants and voluntary upgrades and replacements of deteriorated or dated building/site elements.
4. Create an interconnected street network that eliminates/minimizes dead-end streets and provides adequate turning radii for truck traffic. Additionally, through coordination with the Village of Glendale, street linkages could be established to create a stronger connection to Estabrook Corporate Park.
5. Assemble and prepare property for industrial development. A proactive approach could be taken to make additional land available for industrial development in the Northeast Side by identifying and prioritizing obsolete/vacant facilities for redevelopment.



Figures 2.31 - 2.33: Industrial Buildings in Riverworks

PROJECT REVIEW SUMMARY - SUSTAINABLE ENVIRONMENTS

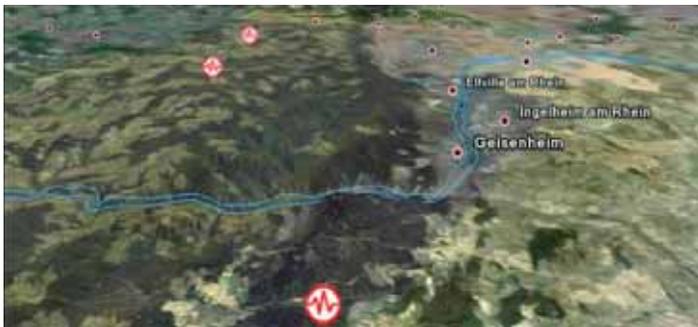
Although development within the Northeast Side needs to take into consideration local needs and character, the following projects demonstrate how other communities outside Milwaukee are addressing similar challenges and opportunities. These project examples were divided in three categories: 1) Sustainable Environments, 2) Sustainable Neighborhood Improvements and 3) Transit Nodes and Connectivity. Following is a summary of the examples presented to stakeholders of the Northeast Side:

RIVERFRONT

IBA Emscher Park, Ruhr Valley, Germany



Project Summary

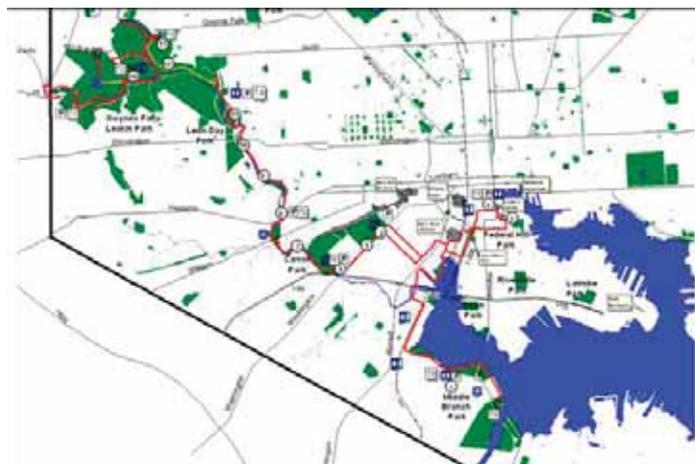


Emscher Park in Germany is a massive brownfields redevelopment project covering an area of over 800 square kilometers. It is made up of approximately 100 individual projects, ranging from re-naturalization of watercourses to building new housing, business parks and research centres. It has been developed and implemented on five sites between Duisburg and Kamen. One of the redevelopment project's most intriguing idea is the preservation of industrial monuments and their nearby areas for cultural and historical uses. Besides the creation of its Landscape Park, the clean up of the Emscher River system and the preservation of industrial monuments, Emscher IBA also includes 25 housing projects with 3,000 new houses slated for construction and another 3,000 for rehabilitation.

Potential for Milwaukee

Strategies and implementation methods from Emscher Park to maximize river value and protect natural habitat could be built upon and used as an example for the preservation and restoration of the Milwaukee River corridor. In addition to addressing the riverfront, Emscher IBA also provides concepts for redeveloping former industrial sites with environmental issues.

Gwynns Falls Trail Baltimore, MD



Project Summary

Especially unique in an urban setting, this 15-mile linear greenway trail connects over 30 neighborhoods and 2,000 acres of publicly owned land, providing access to recreational opportunities, environmental education, parks, cultural resources and historic landmarks in the City of Baltimore. Educational programs are provided for residents and visitors to learn about the urban environment, wildlife and plants along the trail, as well as recreational activities such as canoeing, kayaking and biking. The trail also provides an alternate commuting route between neighborhoods and places of employment.

Potential for Milwaukee

The Milwaukee River Corridor provides many opportunities for the expansion and improvement of its existing trails system. Trails along the river include paved trails (similar to the Oak Leaf Trail), as well as soft trails used for hiking and biking. The Gwynns Falls Trail provides access strategies, enhancement options, signage and trail network linkage strategies that could be applicable to the Milwaukee River.

PROJECT REVIEW SUMMARY - SUSTAINABLE ENVIRONMENTS

Trinity River Corridor Dallas, TX



Project Summary

The Trinity River Corridor Study proposes a vision for the corridor that includes a balance among five interrelated issues: flood protection, environmental management, recreation, transportation, and community / economic development. As envisioned in the plan, the corridor would provide a vast public green space that is easily accessible; a restored riverfront environment; roadway access along downtown areas; community development and reinvestment opportunities; and long-term flood protection through levee improvements.

Potential for Milwaukee

One of the challenges along the Milwaukee River Corridor is to balance the preservation of natural areas and potential development pressures. The Trinity Valley River Corridor Study provides many conceptual ideas and recommendations for achieving a balance among these different issues.

Providence 2020 - Downtown Plan Providence, RI



Project Summary

Downtown Providence is nestled among the river valleys and the bay, making the waterfront a vital part of downtown. The plan seeks to connect the valley to the bay with transit and improved access between the residential neighborhoods on the hill to the waterfront, and to strengthen riverfront linkages through improved access to the river walk. The plan also looks to create open spaces and amenities, foster pedestrian friendly streets and promote architecture in keeping with the downtown's image.

Potential for Milwaukee

The Northeast Side is bisected by the Milwaukee River, a prominent waterfront feature. Stronger linkages from neighborhoods in the Northeast Side to the river and the lakefront waterfronts can foster pedestrian activity and use of these public green spaces. In addition, stronger linkages along the waterfront can maximize the use of available amenities and resources. Strategies and recommendations in the Providence Downtown Plan can be further studied for applicability to the Northeast Side.

PROJECT REVIEW SUMMARY - SUSTAINABLE ENVIRONMENTS

SUSTAINABLE RIVER

Living Water Garden Fu Nan River, Chengdu, China



Project Summary

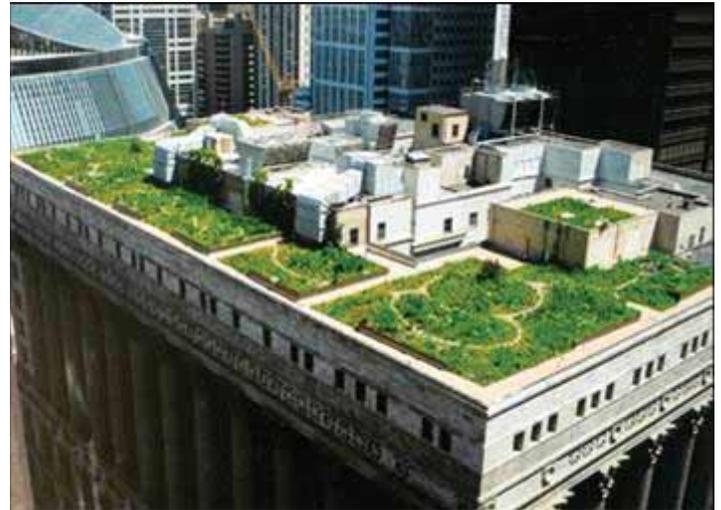
The Living Water Garden in Chengdu, China, is the first inner city ecological park in the world with water as its theme. This 5.9 acre international award winning park is a fully functioning water treatment plant. It contains a giant sculpture in the shape of a fish (symbol of regeneration in Chinese culture), a living environmental education center, and it serves as a wildlife and plant refuge. Each day, 200 cubic meters of polluted river water move through the park's natural treatment system, improving water quality to drinking standards.

Potential for Milwaukee

An environmental program for improving the Milwaukee River's water quality can serve as an educational program for residents and visitors on sustainable water treatment systems and processes. An improved Milwaukee River ecosystem can help promote the river's, use increasing the confidence of visitors to see and enjoy a non-polluted recreation waterfront environment.

GREEN ROOFS

Chicago's Green Crown Chicago, IL Year: 2001



Project Summary

Representing the most progressive green roof in the nation, the City Hall rooftop garden improves air quality, conserves energy, reduces stormwater runoff, helps lessen the urban heat island effect and extends the useful life of the roof by adding beauty and usable space. The garden consists of 20,000 plants of more than 100 species, including shrubs, vines and trees. The plants were selected for their ability to thrive in the conditions on the roof, which is exposed to the sun and can be windy and arid.

Potential for Milwaukee

Many cities have established green roof programs in an effort to increase open space in the urban environment, lessening heat island effect, improving air quality, addressing stormwater run off and lessening the need for heating and cooling. The City of Milwaukee could potentially create a pilot green roofs program in the Northeast Side that will support these efforts as well as create additional urban agriculture gardens desired by so many residents in the city. Potential incentives for green roof construction could include floor area bonuses as done in other cities such as Chicago.

PROJECT REVIEW SUMMARY - SUSTAINABLE ENVIRONMENTS

SUSTAINABLE PARK

Tanner Springs Park
Portland, OR Year: 2005



Project Summary

Tanner Springs Park is located in Portland's Pearl District, a neighborhood formerly identified as a post-industrial blighted area that has turned into a residential and commercial district. Originally, the site contained a wetland and lake fed by streams flowing from nearby hills. The hills served as a filter to water flowing into the Willamette River. The lake and wetland areas were filled to make way for industrial uses. While the park provides a place to contemplate nature within an urban environment, sustainable design features including innovative stormwater management and minimal irrigation requirements, reflect the natural history of the site.

Potential for Milwaukee

The development of urban parks with sustainable features can serve as a gathering place and add additional green space in the Northeast Side. The use of sustainable practices such as stormwater management, native species and recreation of natural features that once stood in urban areas can serve an educational purpose while improving the areas environmental quality.

Staten Island Bluebelt
Staten Island, NY
Project Summary



This award winning, ecologically sound and cost-effective stormwater management program serves approximately one third of Staten Island. The program preserves natural drainage corridors (called Bluebelts) which perform their functions of conveying, storing, and filtering stormwater as well as provide important community open spaces and diverse wildlife habitats. The Bluebelt also promotes historic preservation, provides passive recreation areas and help beautify neighborhoods.

Potential for Milwaukee

The Bluebelt program saves tens of millions of dollars in infrastructure costs when compared to providing conventional storm sewers for the same land area. This program demonstrates the economic and environmental benefits of wetland preservation. Similar stormwater management programs can be evaluated for the City of Milwaukee.

PROJECT REVIEW SUMMARY - SUSTAINABLE ENVIRONMENTS

SUSTAINABLE BUILDING

Artists for Humanity EpiCenter Boston, MA



Project Summary

The Artists for Humanity EpiCenter is dedicated to youth empowerment through arts and entrepreneurship. It houses fine and commercial art studios, a learning laboratory and a 5,000 square foot gallery space to showcase student art. It is the first LEED Platinum building constructed in Boston, achieving this highest levels of sustainability on a tight budget. The building uses energy and water efficiently, incorporates recycled materials, makes full use of natural daylight, and promotes the health of its occupants. The EpiCenter offers an opportunity to build public awareness of sustainable, economic, and environmental principles among the immediate community and beyond.

Potential for Milwaukee

Creating a high-performance green building makes economic and community sense. Many buildings in Milwaukee already joined this sustainable trend, the Urban Ecology Center, new Field Headquarters of Department of Public Works and Cherry Court are leading more new and existing buildings to promote a "Green Milwaukee".

SUSTAINABLE INDUSTRY

Michigan Alternative Renewable Energy Center Muskegon, MI



Project Summary

The Michigan Alternative and Renewable Energy Center (MAREC) is the first fully integrated demonstration facility for distributed generation of electricity using alternative and renewable energy technologies in the United States. It is part of the Muskegon Lakeshore SmartZone, a joint venture between the Michigan Economic Development Corporation, the city of Muskegon, and Grand Valley State University. This self-sustaining 25,000 square foot building offers business incubator space, a research center and classroom facilities. In addition, MAREC is a LEED Gold building developed on brownfield that employs stormwater management techniques, promotes wildlife habitat and uses drought resistant native vegetation.

Potential for Milwaukee

With partnerships between the business, educational institutions, community members and the private sector, a pioneer project in sustainable design can become a catalyst for economic development and job growth, and promote and attract green technology business development in the Milwaukee area.

PROJECT REVIEW SUMMARY - SUSTAINABLE NEIGHBORHOOD IMPROVEMENT

URBAN REDEVELOPMENT

Fall Creek Place
Indianapolis, Indiana Year: 2004



Project Summary

Fall Creek Place is the result of a large scale 26-block infill effort. The neighborhood has been transformed from a crime-ridden, largely abandoned area into an attractive mixed-income residential community. The project included the construction of 369 new houses on formerly vacant lots, the restoration of 58 historic houses previously dilapidated, the construction of new streets and sidewalks, and the installation of streetscape amenities. Partners in the project include the City of Indianapolis, the U.S. Department of Housing and Urban Development (HUD), and Mansur Real Estate Services. As part of HUD's requirements for the project, 51 percent of the residences are reserved for households earning 80 percent or less of the area's median income.

Potential for Milwaukee

Fall Creek Place provides an example of how neighborhoods can be transformed by promoting an attractive community for home buyers, helping existing residents maintain and improve their homes and increasing the impact of neighborhood investment through new construction and rehabilitating of existing housing stock. Collaboration between various government agencies and private organizations can help create the supporting environment needed for neighborhood redevelopment. Redevelopment efforts in the Harambee area could be expanded to include similar ventures.

SouthSide Works
Pittsburgh, Pennsylvania Year: 2007



Project Summary

A former steel mill site, SouthSide Works is now a 37.2 acre mixed use, pedestrian urban village located in the South Side neighborhood of the City of Pittsburgh. The property was vacant for approximately 10 years until revitalization took place in nearby areas through the construction of various sports facilities. These facilities generated developer interest in the area and provided the grounds for the development of retail and office space. Currently, SouthSide Works contains retail, restaurants, office space, apartments, and a ten-screen cinema, all of which are oriented around a central square and landscaped open space. Future phases will include a hotel, additional multifamily and office buildings, an outdoor performance venue, a destination restaurant and a brewery.

Potential for Milwaukee

The promotion of catalytic projects, such as the development of new urban town centers like SouthSide Works, can provide the impetus needed for the redevelopment of challenging sites, including industrial brownfield properties. The Blue Hole site in Riverworks faces similar challenges. Finding key redevelopment options for this property and its surrounding area can help generate the support and momentum needed to develop this property to its maximum and best use.

PROJECT REVIEW SUMMARY - TRANSIT, TRANSIT NODES AND CONNECTIVITY

PEDESTRIAN BRIDGE

Belle Isle Pedestrian Bridge Richmond, VA



Project Summary

Suspended under the Lee Bridge, the Belle Isle pedestrian bridge provides access from downtown Richmond to Belle Isle, a well-known city park. The bridge’s intricate form provides an adventurous stroll over the river while allowing pedestrians to enjoy the natural views.

Potential for Milwaukee

The use of pedestrian bridges along the Milwaukee River has been exemplified by the development of the Holton Street Marsupial Bridge. Utilizing the existing roadway infrastructure crossing the Milwaukee River to create additional pedestrian connections can help lessen the gaps between the east and west side of the Northeast Side. Bridge function can be complemented with creative design ideas to enhance the pedestrian experience while adding to the character and aesthetic value of the Milwaukee River crossings.

BIKEWAYS

Bicycle Facilities San Francisco, CA

Project Summary

The City of San Francisco has an extensive bike lane system, with multiple bike lanes going over bridges, through parks and along the waterfront.

Potential for Milwaukee

Opportunities for designated bicycle facilities abound throughout the Northeast Side. These include the potential addition of bike lanes throughout city streets and along the lakefront. Existing bike routes along the Milwaukee River could be further improved and connected to adjacent neighborhoods. Additional facilities, such as bike stations with air pumps and bicycle “parking” could promote the use of bikes throughout the area.

Greenbelts Davis, CA Project Summary



The City of Davis is at the forefront of bicycle facility planning. This 10 square mile city offers 48 miles of on-street bike lanes, abundant bike parking, pedestrian and bicycle crossings, and bicycle traffic signalization at busy intersections. Most importantly, the city has created a series of “greenbelts” comprised of off-street bike and pedestrian linkages through recreational areas, schools and retail areas. The city has achieved this in part by requiring developers to integrate and finance “greenbelts” in new construction.

Potential for Milwaukee

Existing and future bike and pedestrian trails throughout the Northeast Side can be preserved and further implemented through the creation of programs that foster the development of trail segments during new construction. Requirements and / or incentives could be provided to ensure trail segments are constructed, or at a minimum, easements are preserved for its future development. This might be especially useful on properties adjacent to the Milwaukee River.



PROJECT REVIEW SUMMARY - TRANSIT, TRANSIT NODES AND CONNECTIVITY

Rede Integrada de Transporte Curitiba, Brazil



Project Summary

The Rede Integrada de Transporte is a pioneer of bus rapid transit (BRT) that inspired many other cities to follow their lead. The long buses used for the system are split in to 3 sections and stop at designated elevated tubes, complete with handicapped access. Being used by 85% of the population, the system consists 8 different bus routes categorized by color of the bus and 21 passenger terminals in the city with free transfers between lines and buses.

Potential for Milwaukee

Categorize different bus routes by color of the bus and provide handicapped access at stops. The design of bus stops can facilitate an efficient and functional boarding with aesthetically appealing station designs that integrates the bus stop into the surrounding community.

TRAMWAYS, FRANCE

Introducing Tramway to Milwaukee

The tramway is a good compromise between railroad and bus: it is cheaper and has a higher capacity. Tramways are ideally suited to medium sized towns for which a railroad system is too expensive but which have a need for good public transport services.

Trams are more efficient than buses. Service is faster and more regular as a result of dedicated lanes. Also, because trams are powered by electricity, they are more environmentally friendly and quieter than gas or diesel vehicles. Finally, the construction of new tram lines is linked to reductions of car and parking needs within town centers.

One of the most important advantages of tramways is the functional link they make between transport and urbanism. The introduction of tramways into the urban fabric serves as an opportunity for local authorities to reconsider the layout of public spaces and the urban landscape. Tramways influence the development of the urban structure and the urban fabric. By providing rapid links from the suburbs to the town centre, tramways can open up disadvantaged districts for development.



Tramway in Valenciennes. The urban landscape associated with the tramway can be used to increase the value of the areas through which they run: paving materials can be changed, trees can be planted and grass can be laid along the tramway tracks.

PROJECT REVIEW SUMMARY - TRANSIT, TRANSIT NODES AND CONNECTIVITY

Pinellas Trail St Petersburg, FL



Project Summary

The Fred Marquis Pinellas Trail is a linear park that currently extends from St. Petersburg to Tarpon Springs. When completed, the trail will convert 47 miles of an abandoned railroad and other unused right of way areas into a recreational trail. The trail includes amenities such as benches, water fountains, and rest areas. Private community groups help raise funds for the trail's maintenance.

Potential for Milwaukee

The Pinellas Trail could be used as an example for the development of a linear park along the abandoned railroad right of way that diagonally crosses the Northeast Side, currently under design for the Riverwest neighborhood.

TRAINS AND BIKES

Bikes on Board Caltrain San Francisco, CA



Project Summary

This program which started with just 4 bikes per train is now serving 2,000 bicyclists a day on the Caltrain line. Each train can carry 24 bikes, and some even 48 bikes. Intense demand for bringing bikes on trains, has caused Caltrain to provide incentives. Bikers are encouraged to rent 2 bike lockers for the price of one urging bikers to keep bikes at the end of both trips instead of bringing them on board.

Potential for Milwaukee

To encourage alternatives to automobile use, at the same time developing transit system, Milwaukee should also promote bike racks on buses to maximize transit usage.

BUS RAPID TRANSIT (BRT)

Euclid Transit Cleveland, OH



Project Summary

This system will connect Cleveland's Business District (the region's largest employment center) with the University Circle area (the second largest employment center) and major cultural, medical and educational districts. A bus rapid transit (BRT) system is envisioned to provide an attractive and effective alternative to automobiles and a flexible and low cost alternative to rail.

Emerald Express Eugene, OR



Project Summary

The Emerald Express is a BRT serves the Eugene-Springfield metropolitan area of Oregon, including the University of Oregon. The vehicles are run on dedicated bus lanes given signal priority via ground-loop signaling to the traffic control system, with special traffic signals at intersections. There will be no fare for the first few years and expansions are being planned.

Potential for Milwaukee

A BRT system or other public transportation options could be utilized to connect significant employment centers and residential neighborhoods along major transit routes. UWM facilities could also take advantage of the transit connections, linking students and UWM.

PUBLIC PARTICIPATION SUMMARY



Figure 2.34: Vision Workshop



Figure 2.35: Vision Workshop



Figure 2.36: Plan Area Bus Tour with CMT and Consultants

PUBLIC PARTICIPATION SUMMARY

Issues, ideas and recommendations that have emerged in this plan are the results of an extensive public participation process that included numerous dialogues with a variety of stakeholders, residents and business owners within the Northeast Side at Contract Management Team (CMT) and Plan Advisory Group (PAG) meetings; stakeholder and community meetings; and public open houses. As a result, the collective vision for this plan must be attributed to this wide cross section of community stakeholders.

The City and planning team used a variety of public participation tools to gather input from a broad segment of the Northeast Side including stakeholders, neighborhood associations, business groups, community members, and the general public. These planning tools included interviews, surveys, focus groups, workshops and charrettes; public information meetings; a community wide open house, and public hearings to adopt the plan. (The community has been very involved in this planning process and their opinion, ideas and feedback are a crucial component of the Northeast Side Plan).

PLAN ADVISORY GROUP

The Plan Advisory Group (PAG) with over 50 participants represents a broad cross section of the Northeast Side community and a wide variety of organizations. The PAG met every three months during the planning process to provide feedback on issues and recommendations.

STAKEHOLDER MEETINGS

During the planning process, stakeholder meetings were held with a variety of constituent groups to address particular issues affecting the Northeast Side and receive feedback on catalytic project options. Stakeholders included Alderman D'Amato, Alderman Bauman, members of the Brady



Figure 2.37: Residential Character - Highest rated image

PUBLIC PARTICIPATION SUMMARY

Street BID, the Historic King Drive BID, the Harambee Ombudsman Project, the Inner City Redevelopment Corporation, the MLKEDC and the Milwaukee River Work Group. Various individual meetings have also been conducted with Riverwest stakeholders and other organizations.

SURVEYS

Through an image preference survey and household survey, community members had the opportunity to share their concerns, hopes, and ideas for the future of the Northeast Side. Both surveys were used to help guide the direction of the planning process and highlight neighborhood development concerns.

NORTHEAST SIDE IMAGE PREFERENCE SURVEY

The Image Preference Survey (IPS) is a public participation tool that utilizes pictures to gauge people’s reactions to how their community looks and feels now and provides options for how it could look in the future. Participants are given the opportunity to evaluate their existing physical environment, while envisioning the future of their neighborhoods.

The Northeast Side Image Preference Survey was conducted online and in twelve focus groups held throughout the plan area from October 2006 through May 2007. The survey was open to anyone who lives, works, shops, or spends time in the Northeast Side. Participants (122 total) were asked to evaluate residential, commercial and mixed use, industrial, institutional and civic, and parks and open space development character as well as the following urban features: streets, streetscapes, parking, urban design, and historic preservation. They were shown a series of images from Milwaukee and elsewhere, and asked to rank the land use features in each image according to desirability for their neighborhood (between -5 and 5). Afterward, participants discussed the images to clarify what was preferable or undesirable about each picture’s elements. The following is a brief summary of the survey results.

Residential

Participants generally favored preservation of traditional neighborhoods and new development that fit in with the surrounding neighborhood context. They liked generous windows, large usable front porches, and craftsman-like detailing. Multi-story multifamily residential images received the most negative responses, due to the lack of public interaction at the street level, poor landscaping, and “big block” design. Participants responded positively to improved designs, which included recessed openings, balconies, porticoes, and entry courts or plazas. Overall, participants favored landscaping that included greenery (e.g. flowers and trees) for all residential typologies.



Figure 2.38: Commercial & Mixed Use Character - Highest rated image



Figure 2.39: Industrial Character - Highest rated image



Figure 2.40: Civic and Institutional - Highest rated image

PUBLIC PARTICIPATION SUMMARY

Commercial & Mixed Use

Discussions about commercial and mixed use elements revealed that respondents were strongly in favor of sidewalk retail as a means of improving the pedestrian experience and promoting a sense of community. Participants responded positively to interactive and engaging street front facades. They responded negatively to commercial development that turned its back to the street. Generally, automobile dominated images of streets, parking lots, and buildings set back too far from the pedestrian realm received low scores.

Industrial

Participants appreciated the industrial history of Milwaukee and felt that some old industrial buildings were worth saving (e.g. Pabst City buildings). As to industrial in their own neighborhoods, participants felt any buildings must fit into a “walk to work” community and be a good neighbor to surrounding uses (by providing screening and / or buffering). Respondents did react positively to certain elements of suburban style industrial buildings (e.g. cleanliness and green space). However, they also felt these types of complexes belong in the suburbs and not in urban mixed use neighborhoods.

Institutional & Civic

Institutional and civic buildings that positively contributed to the community received enthusiastic responses. Public outdoor spaces with generous seating, engaging public art, attractive landscaping, and social gathering opportunities ranked high. Buildings that either ignored or failed to enhance the public realm (e.g. blank walls, no public seating, no paths through the building’s grounds) were rated poorly.

Streets

Respondents decided that narrow rights of way, curb bump-outs, defined crosswalks, and wide sidewalks to accommodate pedestrian traffic were desirable. They also felt well defined bike lanes in all neighborhoods throughout the city were important. Participants thought street friendly building facades created a pleasant “street wall”. Landscaping with street trees and planters as well as parking layouts (street parking, not too many curb cuts for lots) were essential elements of successful streets.

Streetscape

According to participants, pedestrian amenities were extremely important features for good streetscape design. Amenities that supported neighborhood scale outdoor dining and social gathering spaces were favored. They also supported streetscapes to serve as a buffer between the street edge and buildings. Lack of windows, poor street lighting

and badly maintained public rights of way were viewed as negative elements that gave the impression of an unfriendly and potentially dangerous area.



Figure 2.41: Street Character - Highest rated image



Figure 2.42: Streetscape Character - Highest rated image



Figure 2.43: Parks & Open Space Character - Highest rated image

PUBLIC PARTICIPATION SUMMARY

Parks & Open Space

Participants preferred both active and passive uses of parks and open space, as well as urban parks tailored to particular locations and diverse user groups (e.g. a multi-use path along the lakefront in certain sections, and untouched beach in other sections). Most felt it was crucial to keep all current parks, open spaces, and green spaces while encouraging more wherever possible.

Parking

There was strong consensus among participants that well-designed, well-landscaped parking lots enhance the urban environment. There was also agreement that permeable pavement should be used to pave parking lots. Participants felt surface lots should be screened from surrounding uses with landscaping or attractive fencing. Islands and / or medians in parking lots were considered important treatments that provide traffic control and improved safety.

Urban Design

Participants responded positively to mixed use buildings and pedestrian friendly facades that activated the street. Welcoming storefronts that engage the public create better retail environments, safer streets, and help to articulate a unique sense of place. Participants did not like blank walls or lack of windows on street facing facades. Participants liked signage that was appropriate in scale to the building and pedestrians. Artistic signage was considered desirable, while large billboards were not preferred.



Figure 2.44: Historic Preservation Character - Highest rated image

Historic Preservation

Most participants felt it was extremely important to preserve unique buildings and historic properties. These structures and sites add to neighborhood historical, architectural, and cultural identity. Well restored properties were considered neighborhood enhancements, and encouraged additional investment in the area. While participants felt it was important to preserve some historic structures, they also thought some buildings which have suffered from neglect or deferred maintenance may no longer be suitable for preservation.



Figure 2.45: Parking Character -Highest rated image



Figure 2.46: Urban Design Character - Highest rated image

PUBLIC PARTICIPATION SUMMARY

COMMUNITY SURVEY

The Community Survey was distributed to residents, business owners, and neighborhood organizations throughout the Northeast Side to gather demographic, residential, and commercial information as well as opinions about neighborhood elements / characteristics and issues facing the entire plan area. The survey feedback was used to help develop area development objectives, plan recommendations, strategies, and catalytic projects. The following is a summary of major findings.

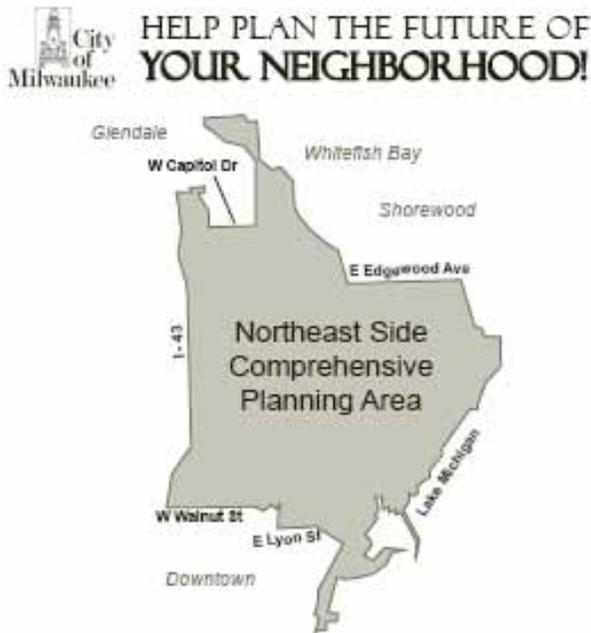


Figure 2.47: Northeast Side Community Survey Flyer

Quantitative Analysis

The following is a general profile of the survey participants.

- The majority of survey respondents (86%) were residents of the Northeast Side.
- Forty-eight percent worked in the Northeast Side.
- Only 9% owned businesses on the Northeast Side.
- Approximately 18% were students on the Northeast Side.
- The age of survey respondents varied, with the highest percentage in the 25 – 44 age range (46%).
- Of those who provided their annual household income information, 43% made \$49,000 or less.
- Eighty-one percent did not have children under 18 living in their household.
- The length of time survey respondents have lived in their neighborhoods appeared to be fairly evenly distributed, from new inhabitants (0-2 years) to long-term residents (over 20 years).
- Fifty-nine percent were homeowners, while 40% were renters.

Neighborhood Elements / Characteristics

Overall, the elements of the neighborhood that received the highest ratings by a majority of respondents were: access to cultural opportunities, proximity to basic shopping, and general quality of life.

Elements that received the lowest ratings were: availability of parking, affordability of housing, and proximity to destination shopping.

Commercial

The shopping districts / corridors respondents most frequently used were Brady Street and Downer Avenue. Locust Street and Martin Luther King Drive were the least used shopping districts / corridors.

Eighty-four percent of respondents were most satisfied with pharmacies / drug stores in their neighborhoods (84%), while forty-three percent were least satisfied with clothing / accessory stores (43%).

The highest percentage of respondents would like to see more (or better quality) clothing accessory stores (28%), while 49% would like to see less big box retail.

A majority of respondents indicated that more choice of stores and products would increase their use of businesses within the Northeast Side, while better transit option would be least likely to increase business usage.

Comprehensive Plan Area

Respondents felt the Northeast Side would be most positively impacted by:

1. Increased property maintenance
2. Environmental conservation of the Milwaukee River corridor
3. Increased home ownership
4. Increased police presence
5. Improvements to neighborhood shopping districts

Respondents felt that the Northeast Side would be most negatively impacted by:

1. Decreased police presence
2. Decreased public open space
3. Decreased home ownership
4. Decreased transit options
5. Increased density

PUBLIC PARTICIPATION SUMMARY

Qualitative Analysis

The following summary is based on an analysis of Northeast Side residents' responses to the open-ended questions at the end of the Community Survey.

- Residents of subareas C and E were three times more likely to mention 'safety' than residents of the other subareas.
- Residents of subareas A, B, and D were almost twice as likely to praise the Northeast Side for its 'diversity' than those living in C and E.
- Residents of subareas C and E were almost three times more likely to claim to enjoy the 'walkability' of the Northeast Side than residents of subareas A, B, and D.
- Residents of subareas C and E praised the Northeast Side's green (open) space or proximity to the Lake at more than four times the rate of those living in subareas A, B, and D.

The most critical issue for the Northeast Side of Milwaukee, according to residents from subareas A, B, D, and E, was crime / safety. Residents of subarea C were most concerned with student behavior.

WORKSHOP SUMMARY

On May 23, 2007, the DCD planning staff and the Northeast Side consulting team conducted a visioning workshop in which the results of the PAG workshop on February 28th and a summary of the community survey were presented. Also, national and international examples of projects were presented and discussed to develop potential ideas for catalytic project options in the Northeast Side.

OPEN HOUSE SUMMARY

On February 27, 2008, an open house was held at the Alterra Coffee House on Humboldt Boulevard to show the latest draft of the Northeast Side Plan to all interested persons. The meeting was open to the public at large. Boards showing plan text and graphics were presented, and a running PowerPoint allowed community members to sit in a lecture format, take notes and comment on plan recommendations. Printed copies of the plan draft were disbursed throughout the room. Boards were made available for people to write their comments, and DCD staff as well as the consulting team was available to answer questions.

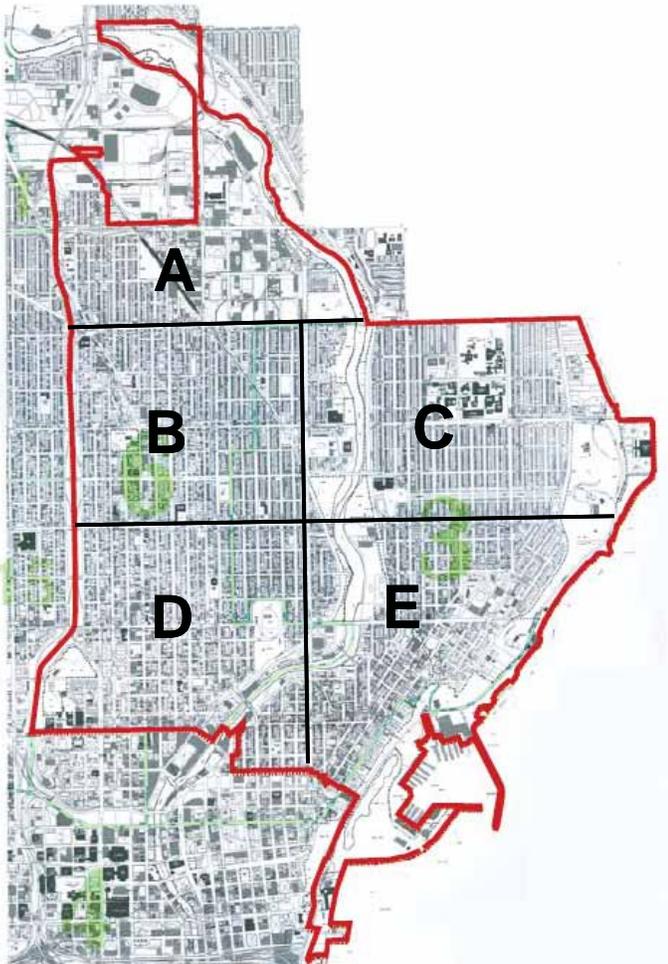


Figure 2.48: Northeast Side Area Map: Resident Sub-areas